

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 6, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	60.2	50,150	1	M*A*S*H SPECIAL(S)	48.6	105,970
2	ALICE#	30.7	25,570	2	ALICE#	23.9	52,110
3	SPECIAL MOVIE PRSNT.-CBS(S)	28.6	23,820	3	SPECIAL MOVIE PRSNT.-CBS(S)	20.1	43,760
4	DALLAS	25.3	21,070	4	IS THIS GOODBYE, C.BROWN(S)	17.5	38,280
5	60 MINUTES	25.0	20,830	5	DUKES OF HAZZARD	16.7	36,470
6	M*A*S*H#	23.1	19,240	6	M*A*S*H#	16.7	36,390
7	THREE'S COMPANY	22.5	18,740	7	DALLAS	16.1	35,220
8	DYNASTY	22.0	18,330	8	MAGNUM, P.I.	15.6	33,990
8	FALCON CREST	22.0	18,330	9	THREE'S COMPANY	15.3	33,360
8	MAGNUM, P.I.	22.0	18,330	10	60 MINUTES	15.1	32,840
11	GRAMMY AWARDS(S)	21.6	17,990	11	LOVE BOAT	15.0	32,780
11	SIMON & SIMON	21.6	17,990	12	A TEAM	14.9	32,550
13	9 TO 5	21.3	17,740	13	MATT HOUSTON	14.7	32,080
14	LOVE BOAT	21.2	17,660	14	JEFFERSONS#	14.6	31,930
15	JEFFERSONS#	21.0	17,490	15	NEWHART#	14.3	31,090
16	HILL STREET BLUES	20.4	16,990	16	9 TO 5	14.2	31,040
17	A TEAM	20.3	16,910	17	ONE DAY AT A TIME#	14.2	31,030
17	IS THIS GOODBYE, C.BROWN(S)	20.3	16,910	18	SIMON & SIMON	14.1	30,780
19	HART TO HART	20.2	16,830				
19	ONE DAY AT A TIME#	20.2	16,830				

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	55.0	47,530
2	ALICE#	28.3	24,460
3	SPECIAL MOVIE PRSNT.-CBS(S)	24.8	21,380
4	DALLAS	22.0	19,030
5	DYNASTY	19.9	17,160
6	FALCON CREST	19.3	16,700
7	JEFFERSONS#	19.2	16,580
8	60 MINUTES	18.9	16,350
9	ONE DAY AT A TIME#	18.7	16,150
10	TRAPPER JOHN, M.D.#	17.6	15,210
11	KNOTS LANDING	17.4	15,010
12	SIMON & SIMON	17.1	14,730
13	GRAMMY AWARDS(S)	16.9	14,600
14	MAGNUM, P.I.	16.7	14,430
15	LOVE BOAT	16.3	14,040
16	M*A*S*H#	15.8	13,660
17	FANTASY ISLAND	15.3	13,230
18	NEWHART#	14.9	12,890

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	48.9	38,050
2	ALICE#	20.8	16,150
3	SPECIAL MOVIE PRSNT.-CBS(S)	19.2	14,920
4	60 MINUTES	17.4	13,550
5	M*A*S*H#	16.9	13,130
6	HILL STREET BLUES	16.6	12,940
7	DALLAS	15.4	12,000
8	A TEAM	15.1	11,750
9	MAGNUM, P.I.	15.1	11,720
10	MATT HOUSTON	14.9	11,580
11	LOVE BOAT	14.3	11,130
12	NEWHART#	14.1	10,960
13	THREE'S COMPANY	14.0	10,910
14	9 TO 5	14.0	10,900
15	SIMON & SIMON	14.0	10,880
16	ABC SUNDAY NIGHT MOVIE	13.8	10,710
17	ONE DAY AT A TIME#	13.7	10,660

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 6, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	59.8	32,390
2	ALICE#	26.4	14,270
3	SPECIAL MOVIE PRSNT.-CBS(S)	21.9	11,830
4	DYNASTY	21.1	11,450
5	M*A*S*H#	19.7	10,640
6	NEWHART#	17.8	9,640
7	HILL STREET BLUES	17.5	9,500
8	GRAMMY AWARDS(S)	17.3	9,370
9	DALLAS	17.3	9,340
10	IS THIS GOODBYE, C.BROWN(S)	17.0	9,190
11	JEFFERSONS#	16.5	8,950
12	SQUARE PEGS#	16.2	8,750
13	KNOTS LANDING	16.1	8,710
14	THREE'S COMPANY	16.0	8,650
15	TRAPPER JOHN, M.D.#	16.0	8,640
16	SIMON & SIMON	15.9	8,600
17	HART TO HART	15.8	8,540
18	ONE DAY AT A TIME#	15.6	8,460
19	MATT HOUSTON	15.6	8,450

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	47.4	12,570
2	ALICE#	32.6	8,630
3	DALLAS	31.2	8,270
4	SPECIAL MOVIE PRSNT.-CBS(S)	31.1	8,250
5	60 MINUTES	29.7	7,880
6	FALCON CREST	25.8	6,830
7	ONE DAY AT A TIME#	25.3	6,710
8	JEFFERSONS#	25.0	6,630
9	ARCHIE BUNKER'S PLACE	24.6	6,530
10	RINGLING BROS. CIRCUS(S)	24.3	6,450
11	GLORIA	23.6	6,250
12	LITTLE HOUSE NW BEGINNING#	21.2	5,610
13	TRAPPER JOHN, M.D.#	21.1	5,600
14	MAGNUM, P.I.	20.8	5,510
15	LOVE BOAT	20.7	5,480
16	CBS TUESDAY NIGHT MOVIES	19.8	5,260
17	BOB HOPE-ROAD-HOLLYWOOD(S)	19.7	5,230
18	DUKES OF HAZZARD	19.6	5,190
19	SIMON & SIMON	19.5	5,180

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	51.9	27,130
2	ALICE#	19.2	10,020
3	HILL STREET BLUES	18.9	9,870
4	M*A*S*H#	18.9	9,850
5	SPECIAL MOVIE PRSNT.-CBS(S)	18.1	9,450
6	NEWHART#	15.3	8,000
7	A TEAM	14.8	7,750
8	MATT HOUSTON	14.6	7,610
9	ABC SUNDAY NIGHT MOVIE	14.5	7,570
10	9 TO 5	13.6	7,120
10	THREE'S COMPANY	13.6	7,120
12	MAGNUM, P.I.	13.6	7,100
13	DALLAS	13.5	7,050
14	SIMON & SIMON	13.3	6,960
15	LOVE BOAT	13.2	6,910
16	60 MINUTES	13.0	6,810
17	HART TO HART	12.7	6,640

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H SPECIAL(S)	42.1	8,530
2	60 MINUTES	28.4	5,750
3	ALICE#	23.7	4,810
4	SPECIAL MOVIE PRSNT.-CBS(S)	23.2	4,700
5	RINGLING BROS. CIRCUS(S)	22.4	4,550
6	DALLAS	19.9	4,030
7	ARCHIE BUNKER'S PLACE	19.7	4,000
7	MAGNUM, P.I.	19.7	4,000
9	GLORIA	18.4	3,730
10	LOVE BOAT	18.3	3,710
11	BOB HOPE-ROAD-HOLLYWOOD(S)	18.1	3,670
12	CBS EVENING NEWS-RATHER	17.9	3,630
13	T.J. HOOKER	17.0	3,450
14	FALCON CREST	16.9	3,430
15	ONE DAY AT A TIME#	16.6	3,360
16	SIMON & SIMON	16.4	3,330
17	JEFFERSONS#	16.2	3,290
18	REAL PEOPLE	16.1	3,270
18	USFL FOOTBALL#	16.1	3,270

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE		WK 1	WK 2	K E Y	Avg. Aud. %	Avg. Share %	(0,000)	Total Persons (2+)	Lady Work-ing House Wom.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
																TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+									
EVENING CONT'D																																				
ABC WRLD NEWS TONIGHT-SUN 1 SUN.		6.30P	30	ABC N		17	167	88	A	9.2	17	766	2080	867	398	894	277^	468	483	407	345	778	247^	453	399	408	267^	205^	38v	203^	166^					
B									B	8.4	15	700	1634	757	248	816	208	371	343	368	401	649	172	315	332	308	275	62	23	107	70					
ABC WRLD NEWS-SUN(B) 2 SUN.		6.30P	30	ABC N			104	56	A	4.2	8	350	1214	497^	300^A	560^	151v	274^	282^	355^	278^A	654^	131v	328^	329^A	412^	280^A	LT	LT	LT	LT					
ALICE 2 MON.		8.00P	30	CBS CS		1	200	98	A	30.7	41	2557	2038	839	370	956	371	559	451	361	336	632	232	393	356	296	188	204	88^	246	158					
B									B	30.7	41	2557	2038	839	370	956	371	559	451	361	336	632	232	393	356	296	188	204	88	246	158					
ALL STAR FAMILY FEUD(S) 1 WED.		8.00P	60	ABC QP		199	99		A	16.9	26	1408	1926	722	232	773	295	455	377	345	280	505	177	297	294	239	174	279	133^	369	256					
		8.00 - 8.30							A	16.3	25	1358	1901	716	226	758	277	446	386	354	272	504	173^	301	300	244	171^	282	134^	357	243					
		8.30 - 9.00							A	17.6	26	1466	1930	720	235	778	309	459	367	333	284	502	180	292	286	231	175	274	132^	376	266					
AMANDA'S THU. 8.30P		30	ABC CS		4	200	190	99	A	13.4	20	1116	1570	702	286	737	241	395	368	341	304	447	122	250	215	253	169	160	103^	226	169					
B									B	16.2	24	1349	1587	704	286	747	227	381	346	343	322	503	142	271	233	270	202	157	80	180	126					
ARCHIE BUNKER'S PLACE SUN.		8.00P	30	CBS CS		19	202	198	A	19.1	29	1591	1546	736	297	788	204	349	308	320	411	580	153	289	289	286	252	69^	47^	109	74^					
B									B	18.9	28	1574	1621	743	276	805	210	350	331	329	403	611	181	298	285	269	269	84	48	121	81					
AT EASE 2 FRI.		8.30P	30	ABC CS		1	200	99	A	14.8	24	1233	1746	674	332	747	248</																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
																WOMEN		MEN					TEENS (12-17)		CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
CBS SAT. NIGHT MOV-CONT'D																														
		9.30 - 10.00				A	12.8	21	1066			2092	764	282	808	312	605	562	433	145	716	232	500	517	436	136	232	105^	336	267
		10.00 - 10.30				A	14.2	24	1183			2009	748	283	779	297	589	551	430	142	699	251	498	495	404	136	222	87^	309	253
		10.30 - 11.00				A	13.6	24	1133			1927	743	268	765	274	572	548	437	144	695	264	501	480	393	131	211	91^	256	237
		11.00 - 11.30				A	14.0	28	1166			1631	851	270	851	262	584	542	486	236	554	204^	385	385	295	106^	143^	71^	83^	63^
CBS TUESDAY NIGHT MOVIES																														
1	TUE.	8.00P	180	CBS	FF	97	99	A	16.2	26	1349	1548	864	259	914	253	462	424	412	390	448	129	240	234	240	169	91	48^	95	65^
2	TUE.	9.00P	120			B	17.8	28	1483			1571	778	290	833	259	470	449	410	294	551	182	328	298	272	185	107	60	80	50
		8.00 - 8.30				A	15.8	24	1316			1530	825	251	853	220	394	365	367	410	440	89^	170^	160^	239	224	114^	62^	123^	84^
		8.30 - 9.00				A	15.6	23	1299			1493	827	258	863	242	409	369	374	405	424	98^	187	170^	241	197	106^	50^	100^	70^
		9.00 - 9.30				A	16.2	24	1349			1546	861	267	906	226	421	406	413	416	458	118	231	230	255	186	79^	42^	103	55^
		9.30 - 10.00				A	16.7	25	1391			1546	872	261	915	251	459	436	412	389	463	140	259	257	242	167	73^	39^	95	66^
		10.00 - 10.30				A	16.4	27	1366			1575	883	249	945	281	504	451	420	376	436	141	261	252	232	142	97	49^	97	70^
		10.30 - 11.00				A	16.1	28	1341			1547	867	265	938	279	520	453	436	359	431	141	253	261	224	133	107	59^	71^	52^
CBS WEDNESDAY NIGHT MOVIE																														
2	WED.	9.00P	120	CBS	FF	98		A	12.2	19	1016	1539	807	315	869	286	512	480	371	291	404	141^	217^	197^	203^	139^	116^	90^	150^	61^
		9.00 - 9.30				B	14.8	23	1233			1476	746	301	809	218	437	437	434	301	499	152	280	262	264	177	95	61	73	44
		9.30 - 10.00				A	11.9	18	991			1696	850	320	929	314	544	483	371	317	425	134^	224^	178^	224^	166^	147^	121^	195^	79^
		10.00 - 10.30				A	12.9	19	1075			1570	826	326	911	313	542	474	380	295	384	110^	198^	192^	217^	137^	108^	88^	167^	54^
		10.30 - 11.00				A	12.3	19	1025			1517	801	317	844	263	489	484	379	288	422	156^	231^	219^	204^	129^	106^	76^	145^	54^
						A	11.7	20	975			1349	752	298	784	248	472	481	356	258	382	161^	216^	201^	164^	122^	96^	72^	87^	56^
CHEERS																														
						A	13.7	21	1141			1815	722	329	768	351	529	474	319	192	660	268	466	408	320	158	213	109	174	103^
THU. 9.30P 30 NBC CS 98 98																														
						B	14.3	21	1191			1712	722	309	779	342	517	457	326	212	613	286	450	358	264	130	175	98	145	95
CHIPS 18 206 206																														
						A	16.6	24	1383			2124	676	296	754	300	484	416	337	223	592	174	401	385	350	148	296	132	482	301
SUN.		8.00P	60	NBC	OP	98	99	B	16.0	24	1333	2244	703	298	772	292	514	455	359	209	683	274	487	413	330	155	312	135	477	327
		8.00 - 8.30				A	16.0	24	1333			2115	676	295	757	300	480	415	335	228	586	171	389	366	343	155	278	123	494	306
		8.30 - 9.00				A	17.2	25	1433			2124	673	296	751	299	486	419	338	218	595	174	410	395	359	142	307	139	471	295
CONDO 4 201 191																														
						A	15.3	24	1274			1659	728	292	769	242	395	377	350	331	474	159	278	243	242	168	166	107	250	182
THU.		8.00P	30	ABC	CS	99	96	B	17.0	26	1416	1655	712	278	760	240	387	360	348	320	506	167	288	253	250	187	174	88	215	150
DALLAS 21 207 207																														
						A	25.3	39	2107			1672	843	309	903	286	443	414	356	393	569	211	335	316	247	191	62	32^	138	90
FRI.		9.00P	60	CBS	GD	99	99	B	24.4	39	2033	1627	827	298	892	259	433	423	395	386	527	179	281	265	229	210	80	44	128	81
		9.00 - 9.30				A	24.4	38	2033			1680	842	308	903	288	439	408	349	397	568	212	335	317	245	190	63	32^	146	95
		9.30 - 10.00				A	26.2	40	2182			1657	843	309	902	284	446	421	361	388	570	211	333	315	248	192	56	30^	129	84
DIFF'RENT STROKES-SAT. 20 197 198																														
						A	15.2	26	1266			2020	735	336	840	269	452	374	333	333	495	172	279	261	222	173	267	152	418	286
SAT.		8.00P	30	NBC	CS	98	96	B	15.3	26	1274	2043	734	275	814	268	442	384	323	309	542	198	317	288	229	176	267	139	420	294
DUKES OF HAZZARD 22 207 202																														
						A	19.9	32	1658			2200	694	221	757	291	412	319	266	312	603	211	374	317	284	196	205	75	635	352
FRI.		8.00P	60	CBS	CS	99	99	B	17.4	29	1449	1944	661	213	707	204	344	326	313	313	561	178	295	268	265	231	159	67	517	283
		8.00 - 8.30				A	18.8	30	1566			2247	697	212	762	295	416	319	262	317	618	216	384	321	294	198	200	70^	667	373
		8.30 - 9.00				A	20.9	33	1741			2163	695	227	757	286	407	320	270	311	591	208	366	314	277	193	206	78	609	335
DYNASTY 17 202 202																														
						A	22.0	35	1833			1598	861	382	934	385	623	541	446	242	534	213	341	300	251	133	89	52^	41^	23^
WED.		10.00P	60	ABC	GD	99	99	B	22.2	36	1849	1587	804	329	889	360	562	488	402	253	541	244	370	314	224	130	97	56	60	34
		10.00 - 10.30				A	21.8	34	1816			1586	854	378	925	383	617	528	439	241	536	215	337	297	248	135	83	46^	42^	25^
		10.30 - 11.00				A	22.2	37	1849			1604	868	385	943	390	629	548	449	244	533	212	344	303	250	132	90	55^	38^	20^
FACTS OF LIFE 17 198																														
						A	15.4	22	1283			1693	716	278	799	320	501	428	325	261	484	151^	274	269	253	164^	297	192	113^	81^
1	WED.	9.00P	30	NBC	CS	97		B	17.4	26	1449	1751	740	287	825	303	473	412	327	296	480	181	289	249	199	157	245	158	201	141

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
FALCON CREST						21	207	207		A 22.0	37	1833	1582	852	309	911	267	454	449	405	373	528	152	296	301	278	186	61^	29^	82	61^		
FRI.						10.00P	60	CBS	GD	99	99	B 20.5	35	1708	1545	821	290	884	236	425	431	422	373	486	144	251	241	233	195	91	53	84	63
10.00 - 10.30										A 22.3	37	1858	1586	847	313	909	270	451	446	398	376	527	155	292	295	273	189	59^	32^	91	72		
10.30 - 11.00										A 21.7	37	1808	1574	858	304	913	264	459	453	414	369	528	147	298	306	282	184	63^	26^	70	48		
FALL GUY						18	197	201		A 18.8	28	1566	1749	640	314	695	287	488	411	341	165	653	235	420	382	334	175	199	58^	202	150		
WED.						9.00P	60	ABC	A	99	99	B 19.6	29	1633	1798	669	273	721	281	472	424	352	192	665	272	453	395	314	169	191	63	221	156
9.00 - 9.30										A 17.9	26	1491	1812	640	318	696	292	495	404	340	162	669	248	446	395	337	173	216	64^	231	168		
9.30 - 10.00										A 19.6	29	1633	1695	642	309	695	281	483	420	343	168	638	221	399	368	332	177	185	53^	177	135		
FAME						21	199	197		A 14.5	22	1208	2315	742	333	840	460	657	519	292	141	583	271	458	389	275	90^	390	244	502	326		
THU.						8.00P	60	NBC	GD	98	98	B 13.7	21	1141	1962	710	293	791	355	542	440	312	202	553	259	402	333	235	118	281	177	337	239
8.00 - 8.30										A 14.4	22	1200	2309	732	322	832	451	647	515	293	146	596	277	471	392	284	93^	374	238	507	323		
8.30 - 9.00										A 14.7	22	1225	2296	744	340	841	469	659	514	284	136	569	264	447	382	264	89^	395	246	491	323		
FAMILY TIES						18	191			A 12.6	18	1050	1671	762	332	841	343	548	476	347	248	510	144^	297	282	272	176^	249	139^	71^	53^		
1 WED.						9.30P	30	NBC	CS	97		B 15.1	23	1258	1731	762	315	843	329	506	436	329	278	503	200	315	268	205	156	226	142	159	114
FAMILY TREE						6	188			A 10.8	19	900	1737	858	351	950	195^	426	403	432	455	508	157^	273	317	293	157^	186^	120^	93^	55^		
1 SAT.						10.00P	60	NBC	GD	95		B 10.6	18	883	1583	738	297	841	231	442	410	399	334	474	158	284	279	244	145	143	78	125	87
10.00 - 10.30										A 11.0	19	916	1764	862	367	968	199^	433	391	432	466	501	164^	270	298	281	160^	191^	128^	104^	67^		
10.30 - 11.00										A 10.7	19	891	1682	840	331	918	187^	412	407	427	437	505	146^	269	330	302	153^	179^	110^	80^	45^		
FANTASY ISLAND						16	202	199		A 19.8	35	1649	1732	695	333	802	320	495	440	357	243	589	227	391	345	270	172	212	146	129	102		
SAT.						10.00P	60	ABC	A	99	99	B 16.9	30	1408	1734	730	309	801	307	509	456	376	231	557	227	368	333	243	153	212	117	164	126
10.00 - 10.30										A 19.8	34	1633	1742	700	335	803	322	497	444	359	244	603	235	401	352	277	174	199	138	137	102		
10.30 - 11.00										A 20.0	36	1666	1714	691	330	799	319	492	435	353	242	572	219	380	336	262	166	220	151	123	101		
GIMME A BREAK						8	187	189		A 13.8	21	1150	1986	724	314	803	340	536	463	329	215	594	202	425	379	316	134	302	183	287	178		
THU.						9.00P	30	NBC	CS	96	96	B 15.0	22	1250	1820	728	283	806	331	529	450	342	229	523	226	384	306	237	113	248	150	243	165
GLORIA						19	204	201		A 18.7	27	1558	1609	771	309	819	219	386	339	351	401	574	170	301	272	266	240	70^	44^	146	107		
SUN.						8.30P	30	CBS	CS	99	99	B 19.0	28	1583	1637	761	292	825	231	381	355	344	391	578	187	298	282	249	237	95	61	139	94
GOLD MONKEY						1	190			A 11.2	19	933	1585	552	238^	572	203^	374	331	320	157^	694	245^	450	402	400	189^	196^	94^	123^	93^		
2 FRI.						10.00P	60	ABC	A	99		B 11.2	19	933	1585	552	238	572	203	374	331	320	157	694	245	450	402	400	189	196	94	123	93
10.00 - 10.30										A 11.0	18	916	1586	557	237^	577	211^	374	331	323	159^	683	246^	452	406	388	184^	193^	88^	133^	104^		
10.30 - 11.00										A 11.4	20	950	1568	543	235^	563	193^	370	326	315	155^	698	243^	445	398	406	190^	195^	99^	112^	84^		
GRAMMY AWARDS(S)						201				A 21.6	33	1799	1660	745	279	812	332	522	454	323	245	543	253	350	274	209	164	176	83^	129^	69^		
1 WED.						8.00P	196	CBS	AC	99		A 20.2	31	1683	1711	699	220	785	308	472	426	298	260	510	226	294	217	171	195	194	93^	222	116^
8.00 - 8.30										A 22.0	32	1833	1733	698	237	794	321	499	434	305	251	516	247	325	260	179	168	226	113^	197	102^		
8.30 - 9.00										A 25.1	36	2091	1697	774	283	837	340	533	452	339	254	557	268	358	290	202	165	195	90^	108^	59^		
9.00 - 9.30										A 24.6	36	2049	1669	769	301	840	356	541	457	327	246	542	268	348	266	186	160	184	77^	103^	65^		
9.30 - 10.00										A 20.9	32	1741	1585	729	292	773	318	507	438	311	231	558	263	379	287	243	144	161	80^	93^	45^		
10.00 - 10.30										A 18.9	30	1574	1607	778	298	814	333	544	483	336	233	568	241	379	306	265	152	127^	66^	98^	49^		
10.30 - 11.00																																	
HAPPY DAYS						20	203	206		A 15.2	23	1266	1826	658	336	765	360	539	425	297	201	413	179	258	223	177	117	258	143	390	244		
TUE.						8.00P	30	ABC	CS	99	99	B 18.0	27	1499	1911	687	294	763	348	532	423	300	193	491	233	348	294	199	107	279	155	378	250
HART TO HART						17	201	198		A 20.2	34	1683	1567	688	312	756	299	507	450	368	194	619	248	393	344	290	161	122	84	70^	32^		
TUE.						10.00P	60	ABC	PD	97	99	B 19.0	32	1583	1618	751	303	818	331	553	480	385	212	577	252	396	345	246	137	131	77	92	53
10.00 - 10.30										A 19.9	33	1658	1575	681	297	744	300	498	444	354	194	620	247	398	353	294	154	131	90	80	40^		
10.30 - 11.00										A 20.4	36	1699	1561	699	329	770	300	517	457	382	196	620	248	392	337	287	166	111	77	60^	26^		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
																TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																													
HIGH PERFORMANCE 1 200 A 15.4 24 1283 1813 562 263 642 272 437 321 319 163^ 629 223 428 368 342 149^ 229 93^ 313 155^																													
2 WED. 8.00P 60 ABC A 99 B 15.4 24 1283 1813 562 263 642 272 437 321 319 163 629 223 428 368 342 149 229 93 313 155																													
8.00 - 8.30 A 14.7 23 1225 1825 570 255 646 276 434 319 312 175^ 633 237 431 365 338 148^ 216 88^ 330 162																													
8.30 - 9.00 A 16.1 24 1341 1791 556 270 638 271 441 321 322 152^ 619 209 424 368 346 146^ 235 95^ 299 150^																													
HILL STREET BLUES 22 214 214 A 20.4 33 1699 1696 679 310 737 325 558 500 346 139 761 361 581 482 344 146 151 50^ 47^ 30^																													
THU. 10.00P 60 NBC OP 99 99 B 19.2 32 1599 1700 707 327 761 333 551 493 357 163 744 364 576 495 329 129 139 55 56 34																													
10.00 - 10.30 A 20.1 32 1674 1698 690 312 746 333 567 501 348 139 752 357 576 474 341 142 144 46^ 56^ 35^																													
10.30 - 11.00 A 20.8 35 1733 1679 668 309 727 316 547 496 342 139 764 361 581 489 344 146 150 51^ 38^ 25^																													
IS THIS GOODBYE, C.BROWN(S) 198 A 20.3 29 1691 2264 632 284 684 360 544 426 245 122^ 469 243 333 310 179 100^ 319 195 792 459																													
1 MON. 8.00P 30 CBS EA 98																													
IT TAKES TWO 17 194 186 A 13.4 20 1116 1561 743 261 793 278 495 433 384 259 473 178 284 226 217 146 196 99^ 99^ 78^																													
THU. 9.30P 30 ABC CS 98 95 B 15.7 24 1308 1632 717 256 783 267 447 397 351 282 496 185 302 269 222 150 203 120 150 110																													
JEFFERSONS 19 198 A 21.0 31 1749 1826 904 410 949 294 513 441 422 379 590 164 345 318 304 188 116^ 39^ 171 118^																													
2 SUN. 9.00P 30 CBS CS 99 B 20.0 29 1666 1694 760 304 835 243 408 388 356 371 554 188 296 282 239 210 150 84 155 106																													
KNIGHT RIDER 20 203 202 A 15.8 25 1316 2147 676 261 745 298 541 462 355 174 641 223 418 373 343 176 308 110 453 334																													
FRI. 9.00P 60 NBC A 98 98 B 15.3 24 1274 2132 652 262 703 268 479 437 352 175 693 279 486 435 343 156 304 118 432 328																													
9.00 - 9.30 A 15.5 24 1291 2151 662 259 731 280 525 454 355 176 635 218 409 361 342 179 321 108 464 339																													
9.30 - 10.00 A 16.2 25 1349 2121 681 259 749 312 549 467 347 168 640 223 422 384 345 169 293 111 439 328																													
KNOTS LANDING 19 196 193 A 20.0 33 1666 1506 837 298 901 345 523 470 377 310 434 145 266 223 215 137 96 62^ 75 55^																													
THU. 10.00P 60 CBS GD 99 99 B 17.9 29 1491 1447 790 277 867 291 486 450 411 305 426 141 251 227 209 145 97 51 57 36																													
10.00 - 10.30 A 20.2 32 1683 1518 837 295 898 347 524 477 374 306 436 147 264 220 213 142 109 69^ 75 53																													
10.30 - 11.00 A 19.9 33 1658 1478 828 296 894 340 516 457 372 313 429 142 262 222 215 134 83 54^ 72^ 57																													
LAVERNE & SHIRLEY 20 201 204 A 15.9 23 1324 1856 680 357 785 375 571 454 308 188 427 180 282 252 191 115 277 166 367 256																													
TUE. 8.30P 30 ABC CS 99 99 B 18.2 27 1516 1892 681 300 759 350 535 428 305 182 478 223 340 289 199 104 307 169 348 238																													
LITTLE HOUSE NW BEGINNING 19 212 A 16.1 23 1341 1696 790 271 880 171^ 405 405 460 419 477 165^ 265 231 224 195 158^ 84^ 181 94																													
1 MON. 8.00P 60 NBC GD 99 B 17.5 26 1458 1796 805 267 872 243 426 391 384 394 486 147 249 232 210 208 167 106 271 177																													
8.00 - 8.30 A 15.4 22 1283 1705 783 255 870 168^ 399 402 451 416 482 170^ 273 230 224 196 169^ 87^ 184^ 105																													
8.30 - 9.00 A 16.8 24 1399 1681 794 283 887 175 410 408 464 420 470 159^ 257 228 224 195 146^ 78^ 178 87																													
LOVE BOAT 20 202 198 A 21.2 35 1766 1856 711 295 797 281 433 396 352 310 630 234 390 343 277 210 170 106 259 185																													
SAT. 9.00P 60 ABC CS 98 98 B 20.7 34 1724 1799 778 306 858 277 475 425 396 327 558 196 326 303 250 194 175 94 208 151																													
9.00 - 9.30 A 19.5 32 1624 1850 699 288 782 279 422 385 341 310 632 233 392 337 276 214 177 108 259 179																													
9.30 - 10.00 A 22.9 37 1908 1853 714 297 802 276 436 400 362 309 624 235 389 350 274 204 168 106 259 190																													
MAGNUM, P.I. 20 205 198 A 22.0 34 1833 1854 711 269 788 267 445 389 345 301 638 233 386 345 284 217 173 60^ 255 144																													
THU. 8.00P 60 CBS PD 99 99 B 22.6 35 1883 1764 726 268 785 228 418 402 393 305 630 207 367 337 308 226 166 57 183 118																													
8.00 - 8.30 A 20.6 32 1716 1892 714 267 793 271 445 379 340 310 653 244 396 354 286 221 174 61^ 272 151																													
8.30 - 9.00 A 23.5 35 1958 1809 706 268 778 263 442 394 345 291 625 225 377 338 278 214 170 58^ 236 139																													
MAMA'S FAMILY 7 190 185 A 15.5 25 1291 1972 805 339 907 239 471 407 390 384 592 203 357 335 284 188 172 101 301 191																													
SAT. 9.00P 30 NBC CS 96 95 B 16.2 26 1349 1827 724 266 800 214 424 390 372 320 563 188 329 308 271 185 185 101 279 190																													
M*A*S*H 17 202 A 23.1 32 1924 1891 668 273 709 361 552 488 300 123^ 682 336 512 456 284 141 260 120^ 240 166																													
1 MON. 9.00P 30 CBS CS 99 B 22.6 32 1883 1726 712 307 787 310 485 435 330 256 599 259 404 355 259 166 185 89 155 105																													
M*A*S*H SPECIAL(S) 207 A 60.2 77 5015 2113 857 388 949 391 646 534 416 252 759 332 541 463 340 169 241 100 164 107																													
2 MON. 8.30P 150 CBS CS 99 B 22.6 32 1883 1726 712 307 787 310 485 435 330 256 599 259 404 355 259 166 185 89 155 105																													
8.30 - 9.00 A 97.0 72 4823 2203 860 389 950 388 628 520 407 269 749 313 517 447 341 185 258 104 246 150																													
CONT'D																													

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11							
EVENING CONT'D																																				
M*A*S*H SPECIAL(S)-CONT'D																																				
9.00 - 9.30												A 61.5	76	5123	2125	847	384	932	378	626	527	414	252	757	323	538	463	344	173	252	105	184	116			
9.30 - 10.00												A 61.7	78	5140	2086	845	381	934	384	636	530	413	246	757	332	542	463	340	171	243	103	152	100			
10.00 - 10.30												A 60.8	79	5065	2073	864	388	956	402	661	541	419	245	763	340	550	466	342	164	230	100	124	84			
10.30 - 11.00												A 59.2	79	4931	2077	865	392	964	407	673	553	422	241	766	345	556	471	340	160	233	90	114	83			
MATT HUSTON												18	199	196																						
SUN. 8.00P 60 ABC PD												99	99		B 18.6	27	1549	2071	754	340	803	308	546	511	404	205	747	281	490	472	381	170	252	90	269	171
8.00 - 8.30												B 15.6	23	1299	1909	697	320	771	283	481	447	374	238	707	264	478	443	365	178	195	73	236	167			
8.30 - 9.00												A 17.6	26	1466	2092	754	346	797	308	546	514	401	199	758	293	498	467	379	174	268	103	269	175			
												A 19.6	28	1633	2039	747	335	801	304	540	511	408	206	734	272	484	479	379	163	239	80	265	169			
NBC MONDAY NIGHT MOVIES												14	202	192																						
1 MON. 9.00P 120 NBC FF												99	97		A 13.7	19	1141	1668	769	332	841	243	487	464	436	307	607	180	320	312	312	237	102^	74^	118	78^
2 MON. 8.00P 180															B 16.8	25	1399	1637	784	306	856	259	478	450	430	314	555	183	326	303	272	187	122	71	104	67
8.00 - 8.30												A 10.5	14	875	1848	716	295	769	240^	442	403	401	287	662	187^	318	359	347	268^	65^	32^	352	238^			
8.30 - 9.00												A 8.1	10	675	1790	737	343^	786	209^	451	435	439	292^	692	137^	300^	324^	418	300^	83^	65^	229^	136^			
9.00 - 9.30												A 14.7	19	1225	1722	802	349	890	237	501	474	467	339	598	166	310	283	306	246	126	80^	108	58^			
9.30 - 10.00												A 14.8	20	1233	1674	778	340	857	255	501	472	438	311	599	177	320	307	307	234	123	89^	95^	70^			
10.00 - 10.30												A 14.9	21	1241	1600	763	325	833	248	489	467	430	297	589	184	319	307	303	226	92^	71^	86^	62^			
10.30 - 11.00												A 14.8	22	1233	1586	754	323	821	247	485	466	422	290	609	200	343	328	306	222	88^	69^	68^	45^			
NBC NEWS CAPSULE-M-F												109	169	166																						
1 M-F 8.58P 1 NBC N												86	87		A 11.6	17	966	1884	697	285	755	260	454	422	363	252	618	217	384	354	305	194	195	110	316	209
2 MON. 8.55P 1															B 13.0	20	1083	1839	722	264	782	252	434	403	357	289	592	213	359	321	267	197	195	109	270	185
2 TU-F 8.58P 1																																				
NBC NEWS CAPSULE-2-M-F												50	169	176																						
1 TU&TH 9.58P 1 NBC N												86	89		A 10.5	15	875	1718	701	271	733	264	445	402	353	245	661	211	388	369	340	220	149	66^	175	109
2 MON. 9.55P 1															B 12.3	19	1025	1746	715	282	768	281	473	440	358	237	628	254	420	369	287	169	181	86	169	120
2 WED. 9.53P 1																																				
2 FRI. 9.58P 1																																				
NBC NEWS CAPSULE-SAT												22	169	176																						
SAT. 8.58P 1 NBC N												87	89		A 13.4	22	1116	1897	759	313	855	210	428	389	374	370	486	125	245	253	235	205	259	164	297	208
												B 12.5	21	1041	2000	742	272	820	256	440	384	340	318	542	192	312	286	232	184	246	136	392	290			
NBC NEWS CAPSULE-2-SAT.												11	167																							
1 SAT. 9.58P 1 NBC N												86			A 9.1	15	758	1815	854	303^	971	263^	458	412	322	455	527	169^	273^	283^	194^	227^	158^	91^	159^	76^
												B 9.8	16	816	1803	726	249	803	220	438	419	390	294	548	186	323	307	258	178	198	121	254	169			
NBC NEWS CAPSULE-SUN												22	178	177																						
SUN. 8.58P 1 NBC N												88	89		A 11.7	17	975	1969	643	243	712	267	427	374	317	236	616	171	410	406	371	161	261	117^	380	218
												B 14.6	21	1216	2057	698	287	757	275	477	425	358	227	700	272	480	411	341	177	253	118	347	246			
NBC NEWS CAPSULE-2-SUN.												11	175																							
2 SUN. 10.00P 1 NBC N												92			A 14.3	22	1191	1856	730	239	830	379	619	505	381	154^	739	242	557	526	447	148^	178^	65^	109^	87^
												B 16.6	25	1399	1820	731	306	788	295	523	471	397	211	735	287	509	455	375	171	170	84	127	96			
NBC NIGHTLY NEWS-SAT.												16	155	164																						
SAT. 6.30P 30 NBC N												82	88		A 7.2	14	600	1585	676	237	799	174^	342	347	382	370	739	163^	381	371	367	319	24^	LT	23^	LT
												B 9.6	18	800	1560	699	205	752	145	301	281	337	399	631	132	295	295	320	283	60	30	117	78			
NBC NIGHTLY NEWS-SUN												14	170	165																						
SUN. 6.30P 30 NBC N												86	86		A 9.0	16	750	1667	660	250	733	192	373	353	358	313	678	163	328	381	333	282	118^	54^	138^	60^
												B 7.9	14	658	1612	699	249	753	192	347	322	330	350	635	134	305	329	337	274	89	36	135	83			
NBC NIGHTLY NEWS												109	207	207																						
M-F 6.30P 30 NBC N												99	99		A 11.7	20	975	1609	711	279	780	156	335	346	413	376	633	153	296	304	320	285	57^	28^	139	96
												B 11.7	20	975	1585	718	232	769	151	323	320	380	390	628	149	289	289	306	293	79	40	109	71			
NBC REPORTS(S)												107																								
2 SAT. 10.00P 60 NBC DN												97			A 6.2	11	516	1593	720	305^	720	180^	363^	332^	311^	314^	657	195^	365^	415^	325^	242^	134^	56^	82^	65^
CONT'D																																				

[illegible]

SILVER SPOONS	21	195	199	A 15.7	26	1308	1946	723	316	831	249	448	376	329	334	493	160	280	277	229	177	259	150	363	247
SAT. 8.30P 30 NBC CS	97	98		B 15.2	25	1266	2016	725	275	810	264	443	385	328	306	512	190	307	278	217	163	275	152	419	302
SIMON & SIMON	19	202	190	A 21.6	33	1799	1711	757	290	819	270	479	442	380	287	604	221	387	356	282	185	138	54^	150	99
THU. 9.00P 60 CBS PD	99	99		B 21.0	32	1749	1650	726	260	784	237	441	425	403	275	596	197	361	332	302	198	152	57	126	81
9.00 - 9.30				A 20.8	31	1733	1731	744	286	810	263	462	430	372	294	609	225	387	356	280	191	143	56^	169	110
9.30 - 10.00				A 22.4	34	1866	1685	766	291	824	278	492	450	382	282	597	216	384	354	283	179	135	53^	129	85
60 MINUTES	22	208	205	A 25.0	39	2083	1577	737	287	784	185	354	355	377	378	651	167	328	336	333	275	60	27^	82	63
SUN. 7.00P 60 CBS DN	99	99		B 25.5	40	2124	1605	745	274	791	175	338	345	375	389	682	181	341	343	343	283	59	25	73	46
7.00 - 7.30				A 24.1	39	2008	1567	724	278	769	180	348	351	371	368	655	166	327	338	340	276	59^	29^	84	65
7.30 - 8.00				A 25.9	40	2157	1582	748	296	799	190	359	360	383	387	645	168	326	333	322	276	59	24^	79	61
SPECIAL MOVIE PRSNT.-CBS(S)	201			A 28.6	42	2382	1837	824	319	897	300	496	468	371	346	626	259	397	349	272	198	138	81^	176	99^
1 SUN. 9.00P 135 CBS FF	99			A 27.9	40	2324	1905	816	317	894	309	495	461	364	349	654	277	421	362	283	206	152	88^	205	114
9.00 - 9.30				A 28.9	41	2407	1926	825	315	891	300	497	471	383	337	649	281	422	372	278	194	161	99^	225	129
9.30 - 10.00				A 29.5	43	2457	1823	826	312	892	287	494	468	375	347	609	247	380	341	268	193	138	84^	184	102
10.00 - 10.30				A 29.0	44	2416	1775	835	326	909	300	502	474	376	350	616	248	385	335	265	203	114	68^	136	79^
10.30 - 11.00				A 16.3	23	1358	2162	691	339	772	471	644	471	227	117^	472	273	359	320	166^	80^	333	208	585	363
SQUARE PEGS	17	192		B 15.6	23	1299	1899	656	284	737	312	488	406	296	209	515	218	363	309	234	124	308	173	339	241
1 MON. 8.30P 30 CBS CS	98			A 16.2	27	1349	1837	714	258	788	232	416	382	378	325	693	214	394	384	336	255	92	35^	264	178
T.J. HOOKER	20	191	189	B 15.8	27	1316	1788	731	280	800	218	428	413	414	313	656	211	386	367	329	227	134	52	198	135
SAT. 8.00P 60 ABC OP	98	96		A 15.0	26	1250	1831	705	264	782	224	414	379	379	324	686	219	391	381	330	251	96^	37^	267	183
8.00 - 8.30				A 17.4	29	1449	1833	721	252	789	237	415	383	378	321	694	207	394	383	341	258	88	33^	262	174
8.30 - 9.00				A 11.9	29	991	1884	821	365	931	260	497	400	381	390	552	179	331	314	252	187	185	104^	216	143
TEACHERS ONLY	4	191	189	B 12.0	20	1000	1784	750	290	828	209	443	391	382	339	562	181	327	307	267	187	189	109	205	142
SAT. 9.30P 30 NBC CS	95	97																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																															
ABC DAYTIME NEWSBRIEF-M-F						108	177	177	A	7.8	25	650	1245	767	206	854	422	652	510	353	164	233	122	176	122	89^	47^	70^	57^	88^	29^
M-F 1.57P 2 ABC N						94	94	B	8.4	28	700	1279	823	223	926	442	676	499	379	203	216	114	149	101	69	58	57	45	80	29	
ABC WORLD NEWS-MORN-645A						40	150	148	A	1.9	16	158	1025	644	347^	644	227^	379	380	317^	246^	305^	83^	134^	164^	170^	134^	45^	45^	31^	17^
M-F 6.45A 15 ABC N						89	88	B	1.8	16	150	632	368	224	374	152	235	205	174	130	198	53	84	111	109	82	LT	LT	34	17	
ALL MY CHILDREN						109	202	202	A	8.8	29	733	1259	777	205	873	438	659	497	336	175	224	113	160	112	83	53^	72^	55^	90	28^
M-F 1.00P 60 ABC DD						99	99	B	9.5	32	791	1276	813	219	917	444	675	495	370	195	215	111	147	101	69	59	58	44	86	31	
1.00 - 1.30								A	8.6	28	716	1239	766	203	861	446	654	485	321	171	220	110	153	109	82^	55^	69^	54^	89	27^	
1.30 - 2.00								A	9.1	30	758	1253	781	199	876	426	657	503	345	179	222	114	161	110	82	51^	67^	53^	88	30^	
ANOTHER WORLD						109	202	203	A	5.0	18	417	1393	848	157	978	355	515	425	376	403	242	113^	132^	70^	59^	103^	62^	48^	111^	32^
M-F 2.00P 60 NBC DD						99	99	B	4.8	17	400	1221	826	159	906	297	441	387	383	400	202	78	106	72	66	88	43	32	70	23	
2.00 - 2.30								A	5.2	18	433	1379	834	154	972	356	517	425	373	396	225	99^	116^	64^	58^	100^	67^	49^	115^	35^	
2.30 - 3.00								A	4.9	18	408	1373	843	153	968	348	506	412	371	406	250	125^	146^	72^	56^	100^	54^	44^	101^	27^	
AS THE WORLD TURNS						113	205	203	A	7.8	26	650	1351	845	152	899	258	424	405	363	420	270	91^	142	127	115	121	28^	17^	154	60^
M-F 1.30P 60 CBS DD						99	99	B	7.6	26	633	1272	855	148	925	233	418	411	408	445	233	74	112	94	96	109	29	18	85	27	
1.30 - 2.00								A	7.6	25	633	1324	824	146	879	230	389	376	354	437	277	88^	137	126	116	132	24^	18^	144	55^	
2.00 - 2.30								A	8.1	28	675	1345	848	154	900	280	447	427	362	395	258	90	143	125	111	111	29^	15^	158	63^	
CAPITOL						113	194	192	A	5.8	21	483	1375	874	216	911	319	507	471	360	359	243	97^	149	121^	103^	89^	62^	31^	159	46^
M-F 2.30P 30 CBS DD						96	96	B	6.0	22	500	1231	830	170	900	255	452	433	393	386	203	71	102	80	81	93	39	20	89	25	
CBS EARLY MORNING NEWS						105	126	126	A	1.3	17	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
M-F 6.30A 30 CBS N						88	88	B	1.2	14	100	73	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CBS MORNING NEWS 1						105	187	187	A	3.7	18	308	1198	621	159^	644	117^	338	311	335	287	460	129^	253	247	230	201	LT	LT	88^	35^
M-F 7.30A 30 CBS N						99	99	B	3.2	17	267	1157	579	155	613	76	259	277	342	309	468	81	155	172	249	272	20	LT	56	20	
CBS MORNING NEWS 2						105	187	187	A	3.3	15	275	1167	669	141^	695	145^	250	207^	302	419	378	108^	178^	156^	168^	189^	LT	LT	80^	LT
M-F 8.30A 30 CBS N						99	99	B	3.4	16	283	1182	666	142	695	126	244	236	313	404	409	83	155	159	184	229	23	LT	55	LT	
CBS SPORTS SPECIAL(S)						99			A	2.0	5	167	1144^	424^	119^	431^	LT	119^	119^	143^	312^	713^	305^	305^	131^	192^	408^	LT	LT	LT	LT
2 MON. 4.00P 60 CBS SE						57			A	2.0	6	167	1048^	281^	LT	281^	LT	LT	LT	281^	767^	336^	336^	126^	245^	431^	LT	LT	LT	LT	
4.00 - 4.30								A	2.0	5	167	1210^	563^	234^	563^	LT	234^	234^	275^	329^	647^	270^	270^	138^	137^	377^	LT	LT	LT	LT	
4.30 - 5.00																															
CHILD'S PLAY						113	165	164	A	4.6	20	383	1300	660	160	723	255	389	342	238	295	316	117^	188	129^	100^	117^	68^	37^	193	45^
M-F 10.30A 30 CBS QP						86	86	B	4.1	19	342	1307	676	129	746	259	389	334	283	302	313	119	165	129	96	130	58	32	190	52	
DAYS OF OUR LIVES						109	208	209	A	6.5	21	541	1433	840	153	934	326	485	465	389	368	317	141	192	126	100^	119	62^	41^	120	34^
M-F 1.00P 60 NBC DD						99	99	B	5.6	19	466	1330	860	156	939	306	460	416	387	414	278	105	147	103	96	123	42	31	71	21	
1.00 - 1.30								A	6.1	20	508	1421	838	151	940	324	473	456	389	385	314	138	192	117	100^	121	55^	35^	112^	26^	
1.30 - 2.00								A	6.8	22	566	1436	843	149	931	332	498	473	388	356	316	141	191	129	99^	118	63^	42^	126	37^	
EARLY TODAY M-F						110	168	167	A	1.5	14	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
M-F 6.30A 75 NBC N						91	91	B	1.3	14	108	638	299	116	319	58	142	189	213	128	255	76	160	176	123	68	LT	LT	LT	LT	
EDGE OF NIGHT						107	146	145	A	4.0	12	333	1360	651	164^	742	321	546	445	358	162^	234	77^	152^	110^	99^	70^	204	162^	180	103^
M-F 4.00P 30 ABC DD						78	77	B	3.9	12	325	1296	712	208	822	359	552	432	358	206	211	86	119	92	68	77	125	91	138	72	
FACTS OF LIFE M-F						105	186	186	A	4.0	18	333	1616	742	81^	814	378	538	375	255	240	354	182	231	210	122^	81^	111^	96^	337	106^
M-F 10.00A 30 NBC N						84	84	B	4.1	18	342	1582	705	136	766	309	488	370	280	239	328	141	206	168	122	97	144	103	344	142	
FAMILY FEUD						109	176	174	A	5.5	21	458	1317	687	126^	770	266	415	325	292	325	297	131	168	134	103^	99^	112^	81^	138	28^
M-F 12.00N 30 ABC QP						81	81	B	5.5	21	458	1295	705	173	787	291	441	344	326	306	293	119	165	114	95	114	86	54	129	51	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK	START	DUR	NET	TYPE	WK 1	WK 2	K	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL B 11			
WEEKEND DAYTIME CONT'D																													
ASK NBC NEWS-10:28AM SAT.	10.28A	2	NBC CN	99	212	212	A	7.3	26	608	1664	228	144^	269	181^	226	90^	57^	43^	188^	90^	166^	101^	85^	22^	329	139^	878	474
					99	99	B	8.0	30	666	1730	263	132	294	165	234	155	102	50	202	117	152	119	69	35	290	149	944	543
ASK NBC NEWS-10:58AM SAT.	10.58A	2	NBC CN	96	203	202	A	6.4	23	533	1705	282	122^	282	143^	212^	133^	101^	45^	225^	165^	218^	105^	60^	LT	259	123^	939	601
					96	94	B	6.8	24	566	1685	262	113	283	140	214	152	108	57	199	118	152	118	64	30	297	147	906	547
ASK NBC NEWS-11:58AM SAT.	11.58A	2	NBC CN	95	194	195	A	6.0	21	500	1966	443	221^	487	243^	365	257	211^	73^	354	255	305	137^	99^	38^	300	109^	825	475
					95	95	B	6.4	22	533	1668	299	139	331	182	259	173	120	54	269	170	217	144	81	40	313	107	755	432
H BUNNY/ROAD RUNNER 3(B) 1 SAT.	11.00A	30	CBS CA	81	167		A	6.7	23	558	1846	412^	233^	460	362^	373^	212^	45^	87^	373^	325^	325^	146^	20^	48^	244^	LT	769	354^
B BUNNY/ROAD RUNNER 4(B) 1 SAT.	11.30A	30	CBS CA	81	166		A	7.2	24	600	1812	384^	279^	464	370^	411	282^	70^	53^	417	348^	348^	192^	31^	69^	285^	55^	646	313^
BLACKTAR SAT.	1.00P	30	CBS CA	62	121	157	A	4.8	15	400	1623	267^	149^	310	163^	219^	179^	125^	76^	531	334	385	305	176^	88^	140^	70^	642	383
					83		B	4.6	15	383	1747	312	178	432	222	304	208	131	117	451	285	365	253	138	62	201	93	663	373
BUGS BUNNY/ROAD RUNNER 1 SAT.	9.30A	30	CBS CA	99	202	199	A	4.5	17	375	1872	450	154^	468	204^	307^	232^	156^	146^	520	325	451	327	175^	45^	115^	64^	769	419
					99	99	B	4.6	17	383	1935	425	169	476	213	327	228	178	132	518	325	431	277	168	69	173	82	768	346
BUGS BUNNY/ROAD RUNNER 2 SAT.	10.00A	30	CBS CA	99	202	199	A	6.3	23	525	1926	449	173^	481	246	368	243	156^	100^	466	279	393	299	170^	32^	178^	45^	801	427
					99	99	B	6.5	23	541	2020	444	156	493	247	360	233	161	119	475	285	392	277	160	62	210	59	842	426
BUGS BUNNY/ROAD RUNNER 3		3			189		A	5.5	21	458	1714	410^	181^	410^	223^	273^	160^	79^	137^	349^	192^	319^	245^	142^	30^	182^	74^	773	416^
2 SAT.	11.00A	30	CBS CA	97			B	6.3	22	525	1711	412^	173^	412^	223^	273^	160^	79^	137^	349^	192^	319^	245^	142^	30^	182^	74^	773	416^
BUGS BUNNY/ROAD RUNNER 4 2 SAT.	11.30A	30	CBS CA	97	189		A	6.3	23	525	1600	432^	234^	432^	212^	318^	178^	133^	114^	243^	176^	211^	117^	48^	32^	199^	76^	726	374^
					97		B	6.8	23	566	1809	419	162	462	259	333	197	119	109	383	269	304	132	82	79	208	125	756	397
CAPTAIN KANGAROO-SAT SAT.	7.00A	60	CBS CL	85	137	138	A	1.5	16	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
	7.00 - 7.30						A	1.0	14	83	344	72	LT	79	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
	7.30 - 8.00						A	1.1	15	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
							A	2.0	18	167	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CBS CHILDREN'S FILM FEST. 2 SAT.	1.30P	30	CBS CL	82	149		A	1.8	13	317	1328	338^	345^	436^	177^	241^	227^	259^	154^	473^	151^	325^	243^	174^	148^	72^	72^	347^	243^
					82		B	1.8	12	317	1795	411	306	524	262	375	249	210	122	558	334	465	298	163	75	157	72	556	253
CBS NCAA BASKETBALL 1 SUN.	1.00P	145	CBS SE	99	193	189	A	5.5	14	458	1347	360	150^	393	133^	225^	218^	159^	137^	699	225^	389	408	358	214^	91^	26^	164^	161^
					99	97	B	5.2	13	433	1335	392	147	429	158	239	219	149	155	680	250	406	395	336	185	96	31	130	101
2 SUN.	2.36P	126					A	6.9	20	575	1525	270^	68^	296^	95^	200^	220^	148^	76^	869	297^	460	523	452	250^	60^	LT	300^	289^
	1.00 - 1.30						A	7.0	21	650	1457	248^	48^	283^	86^	172^	188^	121^	95^	919	329^	562	535	465	246^	79^	22^	176^	176^
	1.30 - 2.00						A	6.4	17	533	1351	371^	118^	444^	170^	255^	254^	139^	159^	710	219^	378^	390^	326^	231^	54^	21^	143^	143^
	2.00 - 2.30						A	6.4	17	533	1351	371^	118^	444^	170^	255^	254^	139^	159^	710	219^	378^	390^	326^	231^	54^	21^	143^	143^
	2.30 - 3.00						A	6.4	17	533	1351	371^	118^	444^	170^	255^	254^	139^	159^	710	219^	378^	390^	326^	231^	54^	21^	143^	143^
	3.00 - 3.30						A	6.4	17	533	1351	371^	118^	444^	170^	255^	254^	139^	159^	710	219^	378^	390^	326^	231^	54^	21^	143^	143^
	3.30 - 4.00						A	6.4	17	533	1351	371^	118^	444^	170^	255^	254^	139^	159^	710	219^	378^	390^	326^	231^	54^	21^	143^	143^
	4.00 - 4.30						A	6.4	17	533	1351	371^	118^	444^	170^	255^	254^	139^	159^	710	219^	378^	390^	326^	231^	54^	21^	143^	143^
CBS NCAA BASKETBALL-SAT 1 SAT.	1.30P	137	CBS SE	99	190		A	7.2	24	600	1277	266^	77^	281^	129^	184^	167^	105^	74^	807	348^	515	446	312^	241^	104^	59^	85^	67^
					99		B	7.2	24	600	1390	360	135	388	118	207	202	170	141	737	328	492	370	282	210	110	38	155	97
	1.30	2.00					A	6.4	18	450	1407	310^	133^	323^	184^	275^	190^	103^	48^	775	370^	533	471^	282^	172^	169^	105^	140^	113^
	2.00	2.30					A	6.4	18	450	1306	276^	86^	294^	140^	190^	174^	99^	78^	775	331^	489	406^	293^	250^	119^	72^	118^	90^
	2.30	3.00					A	6.4	18	450	1228	238^	76^	251^	98^	150^	139^	109^	84^	768	326^	483	404	299^	242^	98^	58^	111^	99^
	3.00	3.30					A	6.4	18	450	1186	218^	41^	235^	97^	142^	153^	94^	57^	831	337^	524	440	331^	261^	81^	41^	39^	24^

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 NIPOND

PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
						WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+										
WEEKEND DAYTIME CONT'D																																			
CBS SPORTS SATURDAY 11 175 176																																			
SAT. 4.30P 90 CBS SA 88 92																																			
4.30 - 5.00																																			
5.00 - 5.30																																			
5.30 - 6.00																																			
CBS SPORTS SUNDAY 8 187 177																																			
1 SUN. 5.00P 60 CBS SA 95 92																																			
2 SUN. 4.42P 78																																			
5.00 - 5.30																																			
5.30 - 6.00																																			
DORAL EASTERN OPEN-SAT(S) 180																																			
1 SAT. 3.47P 43 CBS SE 96																																			
4.00 - 4.30																																			
DORAL EAST. OPEN RAINOUT(S) 195																																			
1 SUN. 3.25P 95 CBS SE 99																																			
3.30 - 4.00																																			
4.00 - 4.30																																			
4.30 - 5.00																																			
DUKES 5 200 198																																			
SAT. 10.30A 30 CBS CA 99 99																																			
FACE THE NATION 22 139 110																																			
SUN. 11.30A 30 CBS CC 89 83																																			
FLASH GORDON 22 144 121																																			
SAT. 12.30P 30 NBC CA 81 76																																			
FLINTSTONE FUNNIES 23 198 192																																			
SAT. 8.00A 30 NBC CA 96 96																																			
GARY COLEMAN SHOW 24 203 202																																			
SAT. 10.30A 30 NBC CA 96 94																																			
GILLIGAN'S PLANET 4 159 161																																			
SAT. 12.00N 30 CBS CA 82 83																																			
HULK/SPIDERMAN 1 22 194 195																																			
SAT. 11.00A 30 NBC CA 95 95																																			
HULK/SPIDERMAN 2 22 194 195																																			
SAT. 11.30A 30 NBC CA 95 95																																			
IN THE NEWS- 8.26AM 24 172 172																																			
SAT. 8.26A 3 CBS CN 80 83																																			
IN THE NEWS- 8.56AM 24 179 178																																			
SAT. 8.56A 3 CBS CN 83 90																																			
IN THE NEWS- 9.26AM 24 186 184																																			
SAT. 9.26A 3 CBS CN 96 96																																			
IN THE NEWS 9.56AM 17 202 199																																			
SAT. 9.56A 1 CBS CN 99 99																																			

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK # DAY		START TIME		OUR		NET		TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE % % (0.000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
																				TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM		TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN						MEN						TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
WEEKEND DAYTIME CONT'D																																						
USFL FOOTBALL														1	192	A	14.2	33	1183	1573	427	216	483	160	275	231	238	153	837	305	485	472	361	277	178	40	75	61
2 SUN.															97	B	14.2	33	1183	1573	427	216	483	160	275	231	238	153	837	305	485	472	361	277	178	40	75	61
3.00 - 3.30																A	13.1	33	1091	1557	362	192	399	148	226	187	200	118	813	290	486	449	348	271	215	50	130	91
3.30 - 4.00																A	15.4	36	1283	1571	402	192	452	173	276	219	221	125	793	297	454	443	311	276	210	62	116	86
4.00 - 4.30																A	15.7	37	1308	1533	401	189	469	165	283	210	236	143	843	308	499	502	365	265	168	30	53	45
4.30 - 5.00																A	14.2	33	1183	1566	414	195	485	164	283	210	229	156	871	360	562	531	360	235	153	24	57	50
5.00 - 5.30																A	13.7	31	1141	1616	414	229	485	152	273	241	231	155	932	326	521	519	417	302	164	39	35	29
5.30 - 6.00																A	12.5	27	1041	1552	483	260	525	155	283	278	252	174	817	269	421	413	366	315	175	39	35	31
USFL FOOTBALL PREVIEW(S)														183		A	4.8	13	400	1250	303	113	303	113	185	185	100	118	575	148	268	355	317	220	137	LT	235	215
1 SUN.															92																							

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 21, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		21,660 26.0				23,570 28.3											
	ABC TV			← THAT'S INCREDIBLE →				→ ABC MONDAY NIGHT MOVIE → GRACE KELLY (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{		16,410 19.7		18.3*		21.1* 30 *		19.7 29		18.3* 25 *		19.5* 27 *		20.7* 31 *		20.4* 33	
	SHARE OF AUDIENCE %	{		28		27 *		30 *		29		25 *		27 *		31 *		33	
W E E K 2	AVG. AUD. BY ¼ HR. %	{		17.7		18.9		21.0		21.3		18.3		18.3		19.6		20.8	
	TOTAL AUDIENCE (Households (000) & %)	{		19,580 23.5		14,900 18.0		21,490 25.8		18,240 21.9		15,080 18.1							
	CBS TV			IS THIS GOODBYE, C. BROWN		SQUARE PEGS (OP)		M*A*S*H		NEWHART		← CAGNEY & LACEY →							
	AVERAGE AUDIENCE (Households (000) & %)	{		16,910 20.3		13,580 16.3		19,240 23.1		16,580 19.9		12,660 15.2		15.5* 24		14.9* 24 *		14.7* 24 *	
W E E K 3	SHARE OF AUDIENCE %	{		29		23		32		28		24		24 *		24 *		24 *	
	AVG. AUD. BY ¼ HR. %	{		17.9		20.7		16.3		16.4		22.2		23.9		19.8		20.0	
	TOTAL AUDIENCE (Households (000) & %)	{		16,990 20.4				24,410 29.3											
	NBC TV			← LITTLE HOUSE NW BEGINNING (OP)				→ NBC MONDAY NIGHT MOVIES → RAGE OF ANGELS, PART 2 (SUS-OP)											
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{		13,410 16.1		15.4*		16.8* 24 *		18,410 22.1		21.5* 30 *		22.3* 31 *		22.5* 34 *		22.0* 35 *	
	SHARE OF AUDIENCE %	{		23		22 *		24 *		33		30 *		31 *		34 *		35 *	
	AVG. AUD. BY ¼ HR. %	{		15.1		15.7		16.6		17.0		21.2		21.8		22.6		22.4	
	TOTAL AUDIENCE (Households (000) & %)	{		10,180 12.0				10,410 12.5											
W E E K 5	ABC TV							→ ABC MONDAY NIGHT MOVIE → AMERICAN DISCO (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{		11,000 13.5		14.5*		9.8* 12 *		6,410 7.7		8.3* 10 *		7.9* 10 *		7.4* 10 *		7.4* 10 *	
	SHARE OF AUDIENCE %	{		17		22 *		12 *		10		10 *		10 *		10 *		10 *	
	AVG. AUD. BY ¼ HR. %	{		15.6		16.4		10.5		9.2		8.3		8.2		7.8		7.9	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		29,650 35.6		57,560 69.1													
	CBS TV			← ALICE →				→ M*A*S*H SPECIAL → (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{		25,570 30.7		50,150 60.2		57.9* 72 *		61.5* 76 *		61.7* 78 *		60.8* 79 *		59.2* 79 *		58.5* 79 *	
	SHARE OF AUDIENCE %	{		41		77		72 *		76 *		78 *		79 *		79 *		79 *	
W E E K 7	AVG. AUD. BY ¼ HR. %	{		28.1		33.3		55.8		60.0		61.4		61.5		61.9		61.5	
	TOTAL AUDIENCE (Households (000) & %)	{		14,330 17.2															
	NBC TV			→ NBC MONDAY NIGHT MOVIES → THE NIGHT THE BRIDGE FELL DOWN (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{		6,750 8.1		10.5*		8.1* 10 *		7.9* 10 *		7.2* 9 *		7.3* 9 *		7.6* 10 *		7.7* 10 *	
W E E K 8	SHARE OF AUDIENCE %	{		10		14 *		10 *		10 *		9 *		9 *		10 *		10 *	
	AVG. AUD. BY ¼ HR. %	{		11.0		10.0		8.4		7.9		7.9		8.0		7.3		7.1	
	TV HOUSEHOLDS USING TV WK (See Def. 1)	9	65	4	68.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	64.4	
	U.S. TV Households: 83,000,000	9	66	3	72.5	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1	71.1	

For explanation of symbols, See page A

EVE. MON. FEB. 28, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.22, 1983

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		{		15,830 19.0		15,740 18.9		21,820 26.2		20,080 24.1		21,910 26.3			
ABC TV		{		HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART			
AVERAGE AUDIENCE (Households (000) & %)		{		13,490 16.2		14,660 17.6		19,160 23.0		18,410 22.1		17,740 21.3		21.0*	
SHARE OF AUDIENCE %		{		25		26		34		33		36		35 *	
AVG. AUD. BY 1/4 HR. %		{		15.2		17.1		17.0		18.2		22.1		23.8	
TOTAL AUDIENCE (Households (000) & %)		{		23,910 28.7											
CBS TV		{													
AVERAGE AUDIENCE (Households (000) & %)		{		13,330 16.0		15.8*		15.6*		15.9*		16.6*		16.4*	
SHARE OF AUDIENCE %		{		25		24 *		23 *		24 *		25 *		27 *	
AVG. AUD. BY 1/4 HR. %		{		15.9		15.7		15.8		15.5		16.0		16.5	
TOTAL AUDIENCE (Households (000) & %)		{		20,660 24.8				15,580 18.7				12,180 14.8			
NBC TV		{													
AVERAGE AUDIENCE (Households (000) & %)		{		16,830 20.2		18.9*		21.5*		11,910 14.3		14.6*		14.0*	
SHARE OF AUDIENCE %		{		30		29 *		32 *		21		22 *		21 *	
AVG. AUD. BY 1/4 HR. %		{		18.0		19.8		21.5		21.4		14.9		14.4	
TOTAL AUDIENCE (Households (000) & %)		{		13,910 16.7		19,410 16.1		20,010 25.0		18,860 22.4		19,410 23.3			
ABC TV		{		HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART			
AVERAGE AUDIENCE (Households (000) & %)		{		11,830 14.2		11,830 14.2		18,330 22.0		16,990 20.4		15,830 19.0		18.8*	
SHARE OF AUDIENCE %		{		21		21		33		31		33		32 *	
AVG. AUD. BY 1/4 HR. %		{		13.8		14.6		13.2		15.3		21.2		22.8	
TOTAL AUDIENCE (Households (000) & %)		{		19,740 23.7				22,160 26.6							
CBS TV		{													
AVERAGE AUDIENCE (Households (000) & %)		{		14,740 17.7		17.3*		18.2*		13,660 16.4		16.4*		16.7*	
SHARE OF AUDIENCE %		{		26		26 *		27 *		27		24 *		26 *	
AVG. AUD. BY 1/4 HR. %		{		16.9		17.6		18.4		18.0		16.3		16.5	
TOTAL AUDIENCE (Households (000) & %)		{		21,240 25.5				13,240 15.9				12,910 15.5			
NBC TV		{													
AVERAGE AUDIENCE (Households (000) & %)		{		16,990 20.4		16.1*		9,910 11.9		11.9*		10,250 12.3		12.3*	
SHARE OF AUDIENCE %		{		30		29 *		18		18 *		18 *		21	
AVG. AUD. BY 1/4 HR. %		{		18.7		18.7		12.5		11.3		11.7		12.1	

TV HOUSEHOLDS USING TV WK 1	64.8	67.1	67.8	66.7	65.9	61.3	60.2	57.1	
(See Def. 1) WK 2	67.1	67.0	64.9	64.6	60.0	58.0	57.1		

U.S. TV Households 83,100,000

For explanation of symbols, see page A

EVE.TUE. MAR.1, 1983

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. FEB. 21

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	18,580 22.3		18,240 21.9		20,990 25.2											
	ABC TV	ALL STAR FAMILY FEUD		FALL GUY (OP)		DYNASTY											
	AVERAGE AUDIENCE (Households (000) & %)	14,080 16.9		14,240 17.1		17,910 21.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26	25 *	26 *	26 *	25	23 *	26 *	26 *	26 *	26 *	26 *	26 *	26 *	26 *	26 *	26 *
E	TOTAL AUDIENCE (Households (000) & %)	34,650 41.6															
	CBS TV					GRAMMY AWARDS 9-30 P.M. (OP) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	17,990 21.6		22,000 22.0 *		25,100 25.1 *		24,600 24.6 *		20,900 20.9 *		18,900 18.9 *					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	33	31 *	32 *	32 *	36 *	36 *	36 *	36 *	32 *	32 *	30 *	30 *	30 *	30 *	30 *	30 *
K	TOTAL AUDIENCE (Households (000) & %)	15,910 19.1		14,490 17.4		11,750 14.1		15,400 18.5									
	NBC TV	REAL PEOPLE (OP)		FACTS OF LIFE		FAMILY TIES (SJS-OP)		QUINCY, M.E.									
	AVERAGE AUDIENCE (Households (000) & %)	12,250 14.7		12,830 15.4		10,500 12.6		12,250 14.7									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22	22 *	22 *	22 *	18	18	23	22 *	22 *	22 *	24 *	24 *	24 *	24 *	24 *	24 *
1	TOTAL AUDIENCE (Households (000) & %)	20,000 24.0		20,000 24.0		20,000 24.0		20,000 24.0		20,000 24.0		20,000 24.0		20,000 24.0		20,000 24.0	
	ABC TV	HIGH PERFORMANCE		FALL GUY (OP)		DYNASTY											
	AVERAGE AUDIENCE (Households (000) & %)	12,830 15.4		16,990 20.4		18,740 22.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24	23 *	24 *	24 *	31	30 *	31 *	31 *	37	36 *	39 *	39 *	39 *	39 *	39 *	39 *
E	TOTAL AUDIENCE (Households (000) & %)	14,410 17.3		17,660 21.2													
	CBS TV	SEVEN BRIDES/SEVEN BROS. (OP)		CBS WEDNESDAY NIGHT MOVIE YOUR PLACE ... OR MINE													
	AVERAGE AUDIENCE (Households (000) & %)	11,000 13.2		10,160 12.2													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20	20 *	21 *	21 *	19	18 *	19 *	19 *	19 *	19 *	20 *	20 *	20 *	20 *	20 *	20 *
2	TOTAL AUDIENCE (Households (000) & %)	19,830 23.8		25,410 30.5													
	NBC TV	REAL PEOPLE (OP)		BOB HOPE-ROAD-HOLLYWOOD (OP)													
	AVERAGE AUDIENCE (Households (000) & %)	15,410 18.5		14,490 17.4													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	28	28 *	28 *	28 *	27	28 *	28 *	28 *	28 *	28 *	27 *	27 *	27 *	27 *	27 *	27 *
TV HOUSEHOLDS USING TV		WK 1	61.4	62.2	61.8	64.4	65.0	67.1	68.3	69.1	70.3	68.9	68.6	66.2	64.8	63.4	61.3
(See Def. 1)		WK 2	60.0	61.7	61.7	63.4	64.6	66.0	66.8	66.5	66.8	66.8	66.8	64.4	62.2	59.0	56.4

U.S. TV Households: 83,100,000

For explanation of symbols, See page A.

EVE. WED. MAR. 2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE THU. FEB. 24, 1983

		TIME																			
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,240 18.3 CONDO				12,500 15.0 AMANDA'S				14,330 17.2 TOO CLOSE FOR COMFORT				13,410 16.1 IT TAKES TWO (OP)				15,330 18.4 20/20			
	AVERAGE AUDIENCE (Households (000) & %)	13,240 15.9				11,410 13.7				12,830 15.4				12,250 14.7				11,660 14.0			
	SHARE OF AUDIENCE %	25				21				23				22				23 *			
	AVG. AUD. BY ¼ HR.	15.6				16.2				13.5				13.8				14.9			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	24,570 29.5 MAGNUM, P.I. (OP)				21,570 25.9 SIMON & SIMON				19,330 23.2 KNOTS LANDING											
	AVERAGE AUDIENCE (Households (000) & %)	19,740 23.7				17,910 21.5				16,410 19.7											
	SHARE OF AUDIENCE %	36				32				33 *											
	AVG. AUD. BY ¼ HR.	20.9				20.8				22.4											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,830 19.0 FAME (OP)				12,080 14.5 GIMME A BREAK				11,750 14.1 CHEERS (OP)				20,490 24.6 HILL STREET BLUES							
	AVERAGE AUDIENCE (Households (000) & %)	11,410 13.7				10,500 12.6				10,330 12.4				16,740 20.1							
	SHARE OF AUDIENCE %	21				19				32				31 *							
	AVG. AUD. BY ¼ HR.	13.5				12.5				12.4				20.3							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,740 17.7 CONDO				12,000 14.4 AMANDA'S				11,330 13.6 TOO CLOSE FOR COMFORT (R)				13,990 16.8 IT TAKES TWO (OP)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)	12,250 14.7				10,910 13.1				10,080 12.1				9,910 11.9							
	SHARE OF AUDIENCE %	23				20				18				20							
	AVG. AUD. BY ¼ HR.	14.1				13.2				12.1				12.7							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	21,410 25.7 MAGNUM, P.I. (R)(OP)				21,820 26.2 SIMON & SIMON				20,580 24.7 KNOTS LANDING											
	AVERAGE AUDIENCE (Households (000) & %)	16,910 20.3				18,080 21.7				16,910 20.3											
	SHARE OF AUDIENCE %	31				33				34 *											
	AVG. AUD. BY ¼ HR.	18.1				20.1				23.2											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	17,410 20.9 FAME (OP)				13,910 16.7 GIMME A BREAK				14,330 17.2 CHEERS (SUS-OP)				20,660 24.8 HILL STREET BLUES							
	AVERAGE AUDIENCE (Households (000) & %)	12,740 15.3				12,500 15.0				12,410 14.9				17,240 20.7							
	SHARE OF AUDIENCE %	23				23				22				34							
	AVG. AUD. BY ¼ HR.	15.2				14.9				15.2				20.1							
TV HOUSEHOLDS USING TV WK 1		66.0	66.6	65.8	66.3	64.4	66.1	66.0	67.2	66.3	66.4	64.4	66.1								
(See Def. 1)		66.0	67.2	66.3	66.4	64.4	66.1	66.0	67.2	66.3	66.4	64.4	66.1								

U.S. TV Households: 83,100,000

For explanation of symbols, see page 4

EVE THU. MAR. 3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 25, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS (000) (See Def. 1)		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

U.S. TV Households: 111,000,000

For explanation of symbols: See page 1

EVE. FRI. MAR. 4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 26, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	17,060 21.2				22,320 26.8				19,080 22.9							
	ABC TV	T.J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND							
	AVERAGE AUDIENCE (Households (000) & %)	13,990 16.8				18,410 22.1				15,660 18.8							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	28	26 *	29 *	35	33 *	23.7 *	38 *	33	32 *	34 *	18.3	18.8	18.8	19.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	19,490 18.6				19,240 23.1											
	CBS TV	WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE ZORRO, THE GAY BLADE											
	AVERAGE AUDIENCE (Households (000) & %)	11,000 13.2				11,080 13.3											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	22	22 *	21 *	22	20 *	13.1 *	21 *	14.1 *	24 *	23 *	14.3	13.9	13.7	12.4		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	15,580 18.7				14,660 17.6				15,160 18.2				11,660 14.0			
	NBC TV	DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				MAMA'S FAMILY (OP)				TEACHERS ONLY (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	13,160 15.8				13,330 16.0				10,080 12.1				9,000 10.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	26	26 *	26 *	26	26 *	19 *	19 *	19 *	19 *	19 *	19 *	19 *	19 *	19 *	19 *	19 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	12,910 15.5				16,910 20.3				17,240 20.7							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	12,910 15.5				16,910 20.3				17,240 20.7							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	27	25 *	28 *	34	31 *	22.0 *	37 *	37	36 *	38 *	20.2	20.8	21.0	20.7		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	14,660 17.6				20,080 24.1											
	CBS TV	WIZARDS & WARRIORS (OP)				CBS SAT. NIGHT MOVIE THE JAZZ SINGER (9:00-11:30PM)											
	AVERAGE AUDIENCE (Households (000) & %)	10,500 12.6				11,080 13.3											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	22	22 *	21 *	24	20 *	12.5 *	21 *	14.2 *	25 *	25 *	14.1	14.2	14.0	14.0		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	11,240 17.1				14,440 17.1				13,990 16.8				8,140 10.0			
	NBC TV	DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				MAMA'S FAMILY (OP)				TEACHERS ONLY (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	12,080 14.5				12,830 15.0				9,660 11.6				5,160 6.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	25	25 *	25 *	25	25 *	11.7	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5
TV HOUSEHOLDS USING TV WK (See Def. 1)		60.2	60.4	60.3	61.7	62.3	62.9	62.6	62.7	59.3	58.2	56.7	56.7	56.7	56.7	56.7	56.7
U.S. TV Households 81,300,000		56.7	57.3	58.4	58.4	59.5	60.3	60.3	59.7	57.6	56.7	55.6	55.6	55.6	55.6	55.6	55.6

For explanation of symbols, See page A

EVE. SAT. MAR. 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. 116.26.1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,000
(Households (000) & %) { 6.0

ABC TV

AFC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 4,750
(Households (000) & %) { 5.7
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.7

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

1

TOTAL AUDIENCE { 10,000
(Households (000) & %) { 12.0

NBC TV

SATURDAY NIGHT
(11:30-12:52AM)
(SUSPENDING 12:52-1:00AM)

AVERAGE AUDIENCE { 5,830
(Households (000) & %) { 7.0 8.0* 6.9* 5.6*
SHARE OF AUDIENCE % 20 20* 20* 19*
AVG. AUD. BY ¼ HR. % 8.1 8.0 6.9 6.9 6.9 5.0

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

AFC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 4,660
(Households (000) & %) { 5.6
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

CBS SAT. NIGHT
MOVIE
THE JAZZ SINGER
(9:00-11:30PM)

AVERAGE AUDIENCE { 14.0*
(Households (000) & %) {
SHARE OF AUDIENCE % 28*
AVG. AUD. BY ¼ HR. % 15.0 13.0

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

SATURDAY NIGHT
(11:30-12:51AM)
(SUSPENDING 12:51-1:00AM)

AVERAGE AUDIENCE { 5,830
(Households (000) & %) { 7.0 8.0* 6.9* 5.6*
SHARE OF AUDIENCE % 20 20* 20* 19*
AVG. AUD. BY ¼ HR. % 8.1 8.0 6.9 6.9 6.9 5.0

TV HOUSEHOLDS USING TV WK 1
(See Def 1) WK 1

U.S. TV Households 83,100,000

For explanation of symbols, See page A

EVE.SAT. MAR.5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 27, 1983

T.M. 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 14,240 17.1		{ 18,490 22.2		{ 24,410 29.3									
	ABC TV		RIPLEY'S BELIEVE IT-NOT		MATT HOUSTON (OP)		ABC SUNDAY NIGHT MOVIE STARLIGHT: THE PLANE THAT COULDN'T LAND (9:00-12:00MD)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,330 12.4 11.8*		{ 15,490 18.6 17.7*		{ 14,740 17.7 16.8*		{ 17.4* 25 *		{ 17.9* 26 *		{ 17.1* 26 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{ 20 11.4		{ 20* 13.6		{ 29 17.3		{ 24* 16.3		{ 25* 17.4		{ 26* 17.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 24,820 29.8		{ 18,240 21.9		{ 17,910 21.5		{ 33,820 40.6							
	CBS TV		60 MINUTES		ARCHIE BUNKER'S PLACE		GLORIA (OP)		SPECIAL MOVIE PRSNT. CBS 9:05 (9:00-11:15PM)							
	AVERAGE AUDIENCE (Households (000) & %)		{ 19,740 23.7 23.1*		{ 16,240 19.5 19.5		{ 16,740 20.1 20.1		{ 23,820 28.6 27.9*		{ 28.9* 41 *		{ 29.5* 43 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{ 37 22.5		{ 38* 24.4		{ 29 19.2		{ 42 27.1		{ 40* 28.7		{ 43* 29.2			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 11,660 14.0		{ 16,990 20.4		{ 18,580 22.3									
	NBC TV		VOYAGERS		CHIPS (OP)		NBC SUNDAY NIGHT MOVIE COCAINE: ONE MAN'S SEDUCTION									
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,750 10.5 9.4*		{ 13,660 16.4 15.7*		{ 12,830 15.4 15.6*		{ 15.4* 22 *		{ 15.4* 23 *		{ 15.1* 23 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{ 17 14.0		{ 18* 22.3		{ 23 28.6		{ 22* 28.6		{ 23* 28.6		{ 23* 28.6			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 14,240 17.1		{ 18,490 22.2		{ 24,410 29.3									
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)		MATT HOUSTON (OP)		ABC SUNDAY NIGHT MOVIE BABY SISTER (OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,580 12.7 12.1*		{ 15,410 18.5 17.5*		{ 15,990 19.2 18.1*		{ 19.7* 29 *		{ 20.0* 31 *		{ 19.2* 32 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{ 20 11.7		{ 20* 13.5		{ 30 17.5		{ 27* 18.6		{ 29* 19.8		{ 31* 20.2			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 8,160 33.8		{ 17,990 21.6		{ 15,490 18.6		{ 19,990 24.0		{ 18,580 22.3		{ 19,240 23.1			
	CBS TV		60 MINUTES		ARCHIE BUNKER'S PLACE (R)		GLORIA (R)(OP)		JEFFERSONS		ONE DAY AT A TIME		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)		{ 21,820 26.2 25.0*		{ 15,580 18.7 17.3		{ 14,410 17.0 17.0		{ 17,490 21.0 20.4		{ 16,830 20.2 20.1		{ 15,660 18.8 19.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{ 41 23.9		{ 42* 27.1		{ 25 17.0		{ 31 20.4		{ 30 21.6		{ 30* 19.2			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 13,160 15.8		{ 16,830 20.2		{ 21,070 25.3									
	NBC TV		CHIPS (OP)		CHIPS (OP)		NBC SUNDAY NIGHT MOVIE THE DEMON MURDER CASE (OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{ 13,910 16.7 16.7*		{ 13,910 16.7 16.7*		{ 13,910 16.7 16.7*		{ 17.0* 25 *		{ 16.6* 26 *		{ 16.6* 27 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR		{ 25 15.6		{ 24* 16.8		{ 26 16.8		{ 24* 16.8		{ 25* 17.2		{ 26* 16.5			
TV HOUSEHOLDS USING V (See Def. 1)																
NR NR NR NR NR NR NR NR NR NR NR NR NR NR NR NR																

U.S. TV Households 83,100,000

For explanation of symbols, See page A

EVE. SUN. MAR. 6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 27, 1971

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		ABC SUNDAY NIGHT MOVIE STARLIGHT: THE PLANE THAT COULDN'T LAND (9:00-12:00AM)				ABC WEEKEND REPORT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		18.1*		19.0*		2,670	
	SHARE OF AUDIENCE %		33 *		46 *		12	
	AVG. AUD. BY ¼ HR. %		18.0		18.2		19.3	
			18.8		19.3		3.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		4,170 5.0		(1) CBS SUNDAY NEWS- OSGOOD			
	AVERAGE AUDIENCE (Households (000) & %)		4,080					
	SHARE OF AUDIENCE %		4.9					
	AVG. AUD. BY ¼ HR. %		26.8		4.9			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		1,750 2.1		NBC LATE NIGHT MOVIE MACARTHUR, PART 1 (R) (11:30-12:10AM) (SUSTAINING 12:10-1:30AM)			
	AVERAGE AUDIENCE (Households (000) & %)		1,170					
	SHARE OF AUDIENCE %		1.4		1.4*			
	AVG. AUD. BY ¼ HR. %		4		3 *			
	TOTAL AUDIENCE (Households (000) & %)		4.4		1.4		1.4	
WEEK 4	ABC TV WEEKEND REPORT-SUN.		3,500					
	AVERAGE AUDIENCE (Households (000) & %)		4.2					
	SHARE OF AUDIENCE %		9					
	AVG. AUD. BY ¼ HR. %		4.2					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		5,160 6.2		CBS SUNDAY NEWS- OSGOOD			
	AVERAGE AUDIENCE (Households (000) & %)		4,910					
	SHARE OF AUDIENCE %		5.9					
	AVG. AUD. BY ¼ HR. %		12					
			5.9					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		1,411 2.1		NBC LATE NIGHT MOVIE MACARTHUR, PART 2 (R) (11:30-12:30AM) (SUSTAINING 12:30-1:30AM)			
	AVERAGE AUDIENCE (Households (000) & %)		1,000					
	SHARE OF AUDIENCE %		1.3		1.2*		1.1	
	AVG. AUD. BY ¼ HR. %		9		4 *		0 *	
			1.3		1.1		1.2	
						1.4		

For explanation of symbols, see page 4

EVE. SUN. MAR 6, 1971

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 21-25, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	11:00
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		6,000 7.2		5,830 7.0																				
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																				
	AVERAGE AUDIENCE (Households (000) & %)		4,660 5.6		4,830 5.8																				
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		27 5.6 5.7		26 5.8 5.9																				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		3,670 4.4		3,250 3.9		4,580 5.5		4,830 5.8																
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY																
	AVERAGE AUDIENCE (Households (000) & %)		3,000 3.6		2,580 3.1		3,830 4.6		4,000 4.8																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		17 3.5 3.7		14 3.1 3.2		20 4.4 4.8		20 4.7 4.9																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		4,410 5.3		4,750 5.7		4,580 5.5		4,830 5.8																
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)		FACTS OF LIFE M-F		SALE OF THE CENTURY																
	AVERAGE AUDIENCE (Households (000) & %)		3,500 4.2		3,920 4.7		3,750 4.5		4,080 4.9																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		20 3.5 3.7		21 3.1 3.2		19 4.4 4.8		20 4.7 4.9																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		5,750 6.9		5,660 6.8																				
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																				
	AVERAGE AUDIENCE (Households (000) & %)		4,580 5.5		4,660 5.6																				
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		28 5.4 5.5		26 5.7 5.4																				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		3,830 4.6		3,580 4.3		4,910 5.9		4,330 5.2																
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY																
	AVERAGE AUDIENCE (Households (000) & %)		3,080 3.7		2,920 3.5		4,080 4.9		3,670 4.4																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		17 3.6 3.8		16 3.5 3.5		22 4.8 5.0		20 4.3 4.5																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		4,410 5.3		4,750 5.7		4,580 5.5		4,830 5.8																
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)		FACTS OF LIFE M-F		SALE OF THE CENTURY																
	AVERAGE AUDIENCE (Households (000) & %)		3,500 4.2		3,920 4.7		3,750 4.5		4,080 4.9																
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %		20 3.5 3.7		21 3.1 3.2		19 4.4 4.8		20 4.7 4.9																
TV HOUSEHOLDS USING TV WK 1														19.7	21.2	22.0	22.1	22.0	22.7	23.0	23.2	23.2	23.8	24.0	
(See Def. 1) WK 2														19.9	21.1	21.4	21.2	21.2	21.8	21.5	21.8	21.9	22.3	22.1	

U.S. TV Households. 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. FEB. 28-MAR. 4, 1981

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,000 8.4				5,750 6.9		5,660 6.8		10,000 12.0				9,160 11.0			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,000 6.0	5.6*		6.4*			4,830 5.8		7,660 9.2	9.0*		9.5*	6,830 8.2	8.0*		8.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	24 5.4	23 *		25 *		6.0	21 5.7	5.9	29 8.7	28 *	9.5	30 *	28 8.1	27 *	8.2	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,830 8.2		8,660 10.4				9,160 11.0				11,580 10.3				5,660 6.8	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,750 6.9		7,500 9.0				6,910 8.3	8.1*			6,810 7.2	7.8*		5,000 6.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	28 6.3		36 7.4		8.8	9.3	30 7.8	30 *	8.6	29 *	27	25 *	28 *	21	8.1	29 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.1		3,250 3.9		2,130 2.8		3,080 3.7		6,750 8.1				5,910 7.1			
	NBC TV		WHEEL OF FORTUNE		HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,000 6.0		2,750 3.3		1,920 2.3		2,580 3.1		5,250 6.3	5.9*		6.6*	4,330 5.2	5.2*		5.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	25 6.1	5.9	13 3.2	3.4	8 2.2	2.4	11 3.0	3.2	20 5.6	19 *	6.5	21 *	18 5.3	17 *	5.3	18 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	5,580 6.7				5,330 6.4		5,250 6.3		9,160 11.0				8,080 9.7			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,750 4.5	4.1*		5.0*	4,410 5.3		4,410 5.3		7,000 8.4	8.1*		8.7*	6,080 7.3	7.2*		7.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	19 4.0	18 *		21 *	21 5.0	5.6	20 5.2	5.4	29 7.8	28 *	8.8	30 *	27 7.2	26 *	7.3	29 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,830 8.2		8,910 10.7				8,660 10.4				7,750 9.3				5,330 6.4	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,910 7.1		7,750 9.3				6,660 8.0	8.0*			6,250 7.5	7.3*		4,750 5.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	32 6.6	7.5	39 9.0	9.5			30 7.9	31 *	8.0	29 *	26	25 *	28 *	22	5.7	5.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,910 6.5		3,250 3.7		2,420 2.9		3,080 3.7		7,000 8.4				5,910 6.5			
	NBC TV		WHEEL OF FORTUNE		HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,660 5.8		2,500 3.0		1,920 2.3		2,500 3.0		5,580 6.7	6.4*		7.0*	4,080 4.9	5.1*		4.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	25 6.6	5.5	13 3.1	3.0	9 2.1	2.5	11 2.8	3.1	23 6.2	22 *	6.9	24 *	18 5.3	19 *	4.8	18 *
TV HOUSEHOLDS USING TV		WK 1	27.9	28.8	28.3	29.3	30.5	31.2	30.7	30.9	30.1	30.1						
(See Def. 1)		WK 2	26.1	27.1	26.2	27.2	28.0	29.0	28.5	28.5	27.3	27.3						

U.S. TV Households: 83,300,000

For explanation of symbols see page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.21-25, 1981

		TIME																
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,750 12.9				4,170 5.0								11,580 13.9			
	GENERAL HOSPITAL																	
	EDGE OF NIGHT																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,660 10.4	10.1*					10.7*	4.2					10,330 12.4			
SHARE OF AUDIENCE %		33	33 *					32 *	21					21				
AVG. AUD. BY ¼ HR.	%	9.9	10.3	10.6	10.7	4.3	4.1					12.3				12.5		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,080 9.7				3,000 3.6								14,240 17.1			
	GUIDING LIGHT (OP)																	
	TATTLETALES																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,330 7.6	7.4*					8.0*	3.0					12,580 15.1			
SHARE OF AUDIENCE %		24	24 *					24 *	9					26				
AVG. AUD. BY ¼ HR.	%	7.2	7.4	7.8	8.2	2.9	3.1					14.7				15.4		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,830 5.8												11,410 13.7			
	FANTASY																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.2	4.0*					4.5*						9,910 11.9			
SHARE OF AUDIENCE %		13	13 *					14 *						20				
AVG. AUD. BY ¼ HR.	%	3.7	4.2	4.4	4.5					11.7				12.0				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,330 12.4				3,750 4.5								11,660 14.0			
	GENERAL HOSPITAL																	
	EDGE OF NIGHT (S)(OP)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,000 9.6	9.3*					10.0*	3.8					10,160 12.2			
SHARE OF AUDIENCE %		33	33 *					32 *	12					21				
AVG. AUD. BY ¼ HR.	%	9.0	9.6	9.9	10.1	3.9	3.8					12.0				12.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,750 9.3				3,000 3.6								13,830 16.6			
	GUIDING LIGHT (OP)																	
	TATTLETALES (TU-F)(S)(OP)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,000 7.7	7.0*					7.4*	3.1					12,080 14.5			
SHARE OF AUDIENCE %		24	25 *					24 *	10					26				
AVG. AUD. BY ¼ HR.	%	6.8	7.1	7.2	7.6	3.0	3.2					14.2				14.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,000 4.9												11,080 13.3			
	FANTASY																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,750 3.1	3.1*					3.5*						9,660 11.6			
SHARE OF AUDIENCE %		11	11 *					11 *						20				
AVG. AUD. BY ¼ HR.	%	3.0	3.2	3.6	3.7					11.4				11.7				
TV HOUSEHOLDS USING TV WK 1 WK 2																		
(See Def. 1)																		

U.S. TV Households: 83,300,000

For explanation of symbols, see page 2.

DAY MON.-FRI. FEB.28 MAR.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. 1111 20 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						5.3 SUPERFRIENDS (OP)		5,250 6.3 PAC-MAN/RASCALS/ RICHIE-1		7,330 8.8 PAC-MAN/RASCALS/ RICHIE-2		7,160 8.6 PAC-MAN/RASCALS/ RICHIE-3		5,160 6.2 SCOOBY DOO/PUPPY HOUR 1				
	AVERAGE AUDIENCE (Households (000) & %)						4.0		4,500 5.4		6,000 7.2		6,250 7.5		4,330 5.2				4,750 5.7
	SHARE OF AUDIENCE %						24		28		31		29		19				20
	AVG. AUD. BY 1/4 HR. %						3.5	4.6	5.0	5.8	7.1	7.3	7.4	7.6	5.1	5.4		5.9	5.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,830 4.4				2,330		3,420 4.1 POPEYE/OLIVE COMEDY SHOW (OP)		3,080 3.7 MEATBALL & SPAGHETTI (OP)		4,830 5.8 BUGS BUNNY/ROAD RUNNER 1 (OP)		7,080 8.5 BUGS BUNNY/ROAD RUNNER 2				7,910 9.5 DUKES (OP)
	AVERAGE AUDIENCE (Households (000) & %)		1,420 1.7	1.2*		2.2*			1,920 3.2		2,670 3.1		3,920 4.7		5,660 6.8				7,080 8.5
	SHARE OF AUDIENCE %		18	16*		19*			14		16		18		25				30
	AVG. AUD. BY 1/4 HR. %		9	1.5	2.0	2.1		2.3	3.1	3.4	3.1	3.1	4.4	5.1	6.6	7.0		8.3	8.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						4,180 4.9 FLINTSTONE FUNNIES (OP)		5,910 7.1 SHIRT TALES (OP)		7,670 8.4 SMURFS I		7,080 8.5 SMURFS II		8,250 9.9 SMURFS III (OP)				6,000 7.2 GARY COLEMAN SHOW (OP)
	AVERAGE AUDIENCE (Households (000) & %)						3,500 4.2		4,830 5.8		5,910 7.1		6,250 7.5		7,160 8.6				4,910 5.9
	SHARE OF AUDIENCE %						25		28		30		29		31				21
	AVG. AUD. BY 1/4 HR. %						3.8	4.8	5.6	6.0	6.9	7.3	7.3	7.7	8.7	8.5		5.9	5.9
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						3,750 4.5 SUPERFRIENDS (OP)		4,580 5.5 PAC-MAN/RASCALS/ RICHIE-1		8,000 7.2 PAC-MAN/RASCALS/ RICHIE-2		8,080 7.3 PAC-MAN/RASCALS/ RICHIE-3		8,000 7.2 SCOOBY DOO/PUPPY HOUR-1				8,080 7.3 SCOOBY DOO/PUPPY HOUR-2 (OP)
	AVERAGE AUDIENCE (Households (000) & %)						2,580 3.1		3,830 4.6		4,910 5.9		5,250 6.3		5,080 6.1				5,160 6.2
	SHARE OF AUDIENCE %						19		22		24		23		21				24
	AVG. AUD. BY 1/4 HR. %						2.7	3.5	4.2	5.0	5.8	5.9	6.2	6.5	5.8	6.3		6.5	5.9
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		2,080 2.5				2,750 3.3 CAPTAIN KANGAROO SAT		3,420 4.1 POPEYE/OLIVE COMEDY SHOW (OP)		3,670 4.4 MEATBALL & SPAGHETTI (OP)		4,250 5.1 BUGS BUNNY/ROAD RUNNER 1 (OP)		5,910 7.1 BUGS BUNNY/ROAD RUNNER 2				6,080 7.3 DUKES (OP)
	AVERAGE AUDIENCE (Households (000) & %)		1,080 1.3	.9*		1.7*			2,080 2.5		2,920 3.5		3,500 4.2		4,750 5.7				5,000 6.0
	SHARE OF AUDIENCE %		15	13*		16*			15		17		16		21				23
	AVG. AUD. BY 1/4 HR. %		.8	1.0	1.4	2.1		2.8	2.3	2.8	3.3	3.5	3.9	4.6	5.8	5.7		6.1	5.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						3,830 4.6 FLINTSTONE FUNNIES (OP)		5,660 6.8 SHIRT TALES (OP)		8,330 10.0 SMURFS I		9,330 11.2 SMURFS II		8,410 10.1 SMURFS III (OP)				6,580 7.3 GARY COLEMAN SHOW (OP)
	AVERAGE AUDIENCE (Households (000) & %)						3,170 3.8		4,830 5.8		6,910 8.3		7,580 9.1		7,250 8.7				5,000 6.0
	SHARE OF AUDIENCE %						23		28		34		34		32				23
	AVG. AUD. BY 1/4 HR. %						3.2	4.3	5.5	6.1	7.5	9.1	9.2	9.0	9.2	8.2		6.1	6.0
TV HOUSEHOLDS USING TV WK. 1		8.6					17.4	19.2	20.6	22.8	24.2	25.2	26.9	27.0	28.0	28.0	29.0		
(See Def. 1) WK. 2		7.6					16.1	19.4	21.6	23.9	25.5	26.3	26.4	27.2	27.0	26.0	27.0		

U.S. TV Households 83,300,000

For explanation of symbols, See page A

DAY SAT. MAR. 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 26, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,080 8.1	4,410 5.3	5,580 6.7	8,000 9.6													
	ABC TV		WORK/LAVERNE/ FONZ HOUR-1	WORK/LAVERNE/ FONZ HOUR-2 (OP)	ABC WEEKEND SPECIALS SCRUFFY, PART 1	AMERICAN BANDSTAND '83													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,920 4.7	3,750 4.5	4,580 5.5	4,580 5.5	5.0*	6.0*											
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	16 4.6	15 4.8	17 4.5	16 4.9	15*	18*	5.8	5.0	6.2	5.8							
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,580 7.9	7,000 8.4	5,770 6.9	4,660 5.6	4,000 4.8	13,490 16.2											
	CBS TV		B BUNNY/ROAD RUNNER 3(B) (OP)	B BUNNY/ROAD RUNNER 4(B) (OP)	GILLIGAN'S PLANET (OP)	NEW FAT ALBERT SHOW (OP)	BLACKSTAR (OP)	CBS NCAA BASKETBALL-SAT NOTRE DAME VS DEPAUL (1:30-3:47PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.7	6,000 7.2	4,500 5.4	3,830 4.6	3,330 4.0	6,000 7.2	5.4*	6.0*	7.2*								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	23 6.8	24 6.6	17 7.1	14 7.4	12 3.8	20 4.2	16*	18*	20*	5.3	5.7	6.2	6.7	7.6			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,410 7.7	6,410 7.7	4,410 5.3	4,660 5.6													
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	JETSONS	FLASH GORDON													
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.5	5,410 6.5	3,670 4.4	4,080 4.9													
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	23 6.5	22 6.5	14 6.1	15 6.9	15 4.2	16 4.6	15 4.9	16 4.9									
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,080 6.1	5,500 6.6	4,750 5.7	6,160 7.4													
	ABC TV		WORK/LAVERNE/ FONZ HOUR-1	WORK/LAVERNE/ FONZ HOUR-2 (OP)	ABC WEEKEND SPECIALS SCRUFFY, PART 2	AMERICAN BANDSTAND '83													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,330 5.2	4,500 5.4	3,750 4.5	3,580 4.3	4.1*	4.6*											
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	20 5.1	20 5.3	17 5.1	15 4.5	14*	15*	4.4	4.6	4.5								
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,660 6.8	5,910 7.1	5,080 6.1	5,250 6.3	5,500 6.6	4,170 5.0											
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)	BUGS BUNNY/ROAD RUNNER 4 (OP)	GILLIGAN'S PLANET (OP)	NEW FAT ALBERT SHOW (OP)	BLACKSTAR (OP)	CBS CHILDREN'S FILM FEST. FIRST WINTER											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,580 5.5	5,250 6.3	4,250 5.1	4,250 5.1	4,580 5.5	3,170 3.8											
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	21 5.3	23 6.3	19 5.0	18 5.2	19 5.0	13 3.7	13 3.8	13 3.7	13 3.8								
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.6	5,500 6.6	4,080 4.9	3,330 4.0	11,500 13.8												
	NBC TV		HULK, SPIDERMAN 1	HULK, SPIDERMAN 2 (OP)	JETSONS	FLASH GORDON	NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{	4,410 5.3	4,660 5.6	3,500 4.2	3,000 3.6	5,160 6.2	5.2*	5.9*	6.2*	6.9*								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	15 5.3	15 5.6	15 5.7	13 4.0	20 3.6	17*	20*	20*	21*	5.3	5.8	6.0	6.5	6.8	6.4		
TV HOUSEHOLDS USING TV WK 1			31.4	31.8	33.5	33.5	33.4	32.6	33.2	34.2	34.9	34.5	35.3	35.4	36.6				
(See Def. 1)			26.9	28.1	27.6	26.9	26.9	29.4	29.4	28.0	28.9	29.1	30.6	31.5	31.4				

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SAT. MAR. 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 26, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)	3,500 4.2	10,830 13.0							15,830 19.0						
	SPORTSBEAT		PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT						

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	2,580 3.1	6,410 7.7	6.0*	8.4*	8.7*	10.8	9.6*	10.9*	11.9*			
SHARE OF AUDIENCE %	8	19	15 *	21 *	21 *	23	22 *	23 *	23 *			
AVG. AUD. BY ¼ HR. %	3.3	2.9	5.4	6.7	8.4	8.5	9.0	10.1	11.0	10.8	12.0	11.7

W

TOTAL AUDIENCE (Households (000) & %)	7,080 8.5	11,410 13.7							10,580 12.7	
	CBS NCAA BASKETBALL-SAT NOTRE DAME VS DEPAUL (1:30-3:47PM) (-OP)		DORAL EASTERN OPEN-SAT. (3:47-4:30PM) (OP)						CBS SPORTS SATURDAY	CBS SAT. NEWS-SCHIEFFER

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CBS TV

AVERAGE AUDIENCE (Households (000) & %)	4,750 5.7	5,660 6.8	5.5*	5.2*	7.0*	8.1*								
SHARE OF AUDIENCE %	15	16	14 *	13 *	17 *	18 *								
AVG. AUD. BY ¼ HR. %	8.3	8.7	10.4	6.2	5.8	5.2	4.9	5.5	6.7	7.4	7.6	8.6	9.250 11.1	11.3

K

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TOTAL AUDIENCE (Households (000) & %)	11,430 13.6	NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST						6,750 8.1
							NBC NIGHTLY NEWS-SAT.	

NBC TV

AVERAGE AUDIENCE (Households (000) & %)	4,830 5.8	5.0*	5.3*	5.7*	6.6*						
SHARE OF AUDIENCE %	13	12 *	13 *	13 *	15 *						
AVG. AUD. BY ¼ HR. %	5.0	5.1	5.2	5.3	5.7	6.2	6.9	4.4	3.2	6.8	7.1

TOTAL AUDIENCE (Households (000) & %)	4,420 2.9	10,750 12.9							8,840 20.4						
	SPORTSBEAT		PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT						

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	2,000 2.4	5,910 7.1	5.3*	7.1*	8.9*	9,250 11.1	11.0*	11.3*	10.9*					
SHARE OF AUDIENCE %	7	19	15 *	19 *	22 *	25	26 *	26 *	22 *					
AVG. AUD. BY ¼ HR. %	2.3	2.4	5.0	5.6	6.7	7.5	8.2	9.5	10.6	11.4	11.3	11.3	11.4	10.4

W

TOTAL AUDIENCE (Households (000) & %)	10,250 12.3	CBS SPORTS SATURDAY						11,410 13.7
							CBS SAT. NEWS-SCHIEFFER	

E

E

CBS TV

AVERAGE AUDIENCE (Households (000) & %)	4,080 4.9	4.2*	5.1*	5.3*				
SHARE OF AUDIENCE %	12	11 *	13 *	12 *				
AVG. AUD. BY ¼ HR. %	4.2	4.1	4.8	5.4	5.4	5.3	10.4	11.9

K

2

TOTAL AUDIENCE (Households (000) & %)	11,250 13.5	NCAA BASKETBALL-REG'L-2 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (OP)(-OP)						6,750 8.1	INVERRARY CLASSIC-SAT VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (OP)						7,580 9.1
														NBC NIGHTLY NEWS-SAT	

NBC TV

AVERAGE AUDIENCE (Households (000) & %)	5,500 6.6	6.5*	8.1*	6.8*	7.1*	4,170 5.0	4.7*	5.1*						
SHARE OF AUDIENCE %	19	21 *	18 *	19 *	19 *	13	12 *	12 *						
AVG. AUD. BY ¼ HR. %	5.1	6.8	8.0	6.1	6.6	7.1	7.1	7.2	4.3	4.8	4.7	5.3	7.5	7.5

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def 1)	47.0	47.9	47.1	47.4	47.5	47.0	40.4	40.4	41.7	43.0	43.0	44.3	45.2	48.0	50.4	52.2	53.6	54.9	55.4	55.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SAT. MAR. 5, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 27, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

← CAPTAIN KANGAROO-SUN
(SUS) →

7,000
8.4

SUNDAY MORNING

FOR OUR TIMES
(SUS)

4,330

5.2

4.9*

5.8*

4.8*

22

23 *

23 *

19 *

4.3

5.6

6.1

5.5

4.9

4.6

LONE RANGER/
ZORRO
(SUS)(SUS-OP)

KWICKY KOALA
SHOW
(SUS)(SUS-OP)

← CAPTAIN KANGAROO-SUN
(SUS) →

7,660
9.2

SUNDAY MORNING

FOR OUR TIMES
(SUS)

4,250

5.1

4.5*

5.1*

5.7*

22

22 *

22 *

22 *

4.3

4.7

5.1

5.1

5.7

5.7

TV HOUSEHOLDS USING TV (See Def. 1)

U.S. TV Households: 83,300,000

For explanation of symbols see page A

DAY SUN MAR 6, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 27, 1983

NATIONAL TV AUDIENCE ESTIMATES																	
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	6,330 7.6				THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)				5,410 6.5		10,660 12.8	
	ABC TV													USFL FOOTBALL PREVIEW		USA-WORLD- AMATEUR BOXING (2:30-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	3,830 4.6				4.4*				4.8*				4,000 4.8		6,000 7.2	
	SHARE OF AUDIENCE %	15				14 *				15 *				13		18	
	AVG. AUD. BY ¼ HR. %	4.2				4.6				4.7				4.7		4.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,000 3.6				FACE THE NATION				13,240 15.9				CBS NCAA BASKETBALL UNLV VS WEST VIRGINIA MARQUETTE VS SOUTH CAROLINA (1:00-3:25PM)			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,250 2.7								5,830 7.0				6.9*		7.8*	
	SHARE OF AUDIENCE %	8								19				20 *		21 *	
	AVG. AUD. BY ¼ HR. %	2.8				2.6				6.2				7.6		7.7	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					3,830 4.6				MEET THE PRESS				RELIGIOS SERIES (SUS)			
	NBC TV													8,500 10.2		NCAA BASKETBALL GAME-SUN TENNESSEE VS KENTUCKY MINNESOTA VS IOWA (2:00-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)					3,080 3.7								3,670 4.4		3.9*	
	SHARE OF AUDIENCE %					11				3.6				11		10 *	
	AVG. AUD. BY ¼ HR. %					3.6				3.8				3.8		3.9	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	6,330 7.6				THIS WEEK-DAVID BRINKLEY →				DIRECTIONS (SUS)				14,330 17.8		ABC WIDE WORLD SPORTS SP	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,580 3.1								5,830 7.0				5.4*		6.3*	
	SHARE OF AUDIENCE %	11				10 *				19				16 *		17 *	
	AVG. AUD. BY ¼ HR. %	2.9				2.9				5.3				5.5		6.0	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	2,500 3.0				11,160 13.4				FACE THE NATION				9,330 11.2			
	CBS TV													CBS NCAA BASKETBALL MARQUETTE VS DEPAUL (2:36-4:42PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	2,330 2.3				4,500 5.4				5.4*				5.6*		6.1*	
	SHARE OF AUDIENCE %	17				14 *				18 *				17 *		9	
	AVG. AUD. BY ¼ HR. %	2.4				2.2				3.6				4.2		5.1	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					3,830 4.6				MEET THE PRESS				9,410 11.3			
	NBC TV													NBA ON CBS PHILADELPHIA VS NEW JERSEY (12:00-2:36PM)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	2,920 3.5				3,830 4.6				5.4*				5.7*		6.1*	
	SHARE OF AUDIENCE %	12				13				11 *				17 *		17 *	
	AVG. AUD. BY ¼ HR. %	3.3				3.7				3.2				3.7		3.7	
W E E K 7	TOTAL AUDIENCE (Households (000) & %)					2,920 3.5				3,830 4.6				4.0*		4.0*	
	NBC TV													4.0*		5.3*	
	AVERAGE AUDIENCE (Households (000) & %)													4.0*		11 *	
	SHARE OF AUDIENCE %													4.3		4.0	
	AVG. AUD. BY ¼ HR. %													4.1		4.9	
TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
(See Def 1)		31.3	29.3	31.1	31.1	31.1	31.1	31.1	31.1	31.1	31.1	31.1	31.1	31.1	31.1	31.1	31.1

TV HOUSEHOLDS USING TV	WK 1	29.3	31.3	31.1	31.4	32.4	32.5	33.4	34.6	35.5	36.4	37.4	38.4	39.4	40.4	41.4	42.4
(See Def 1)	WK 2	29.3	31.3	31.1	31.4	32.4	32.5	33.4	34.6	35.5	36.4	37.4	38.4	39.4	40.4	41.4	42.4

U.S. TV Households 83,300,000

For explanation of symbols, see page 4

DAY SUN. MAR. 6, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 27, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

17,080
21.2

9,160
11.0

USA-WORLD-AMATEUR BOXING
(2:30-4:00PM)

ABC WIDE WORLD SPORTS SUN

ABC WORLD NEWS
TONIGHT-SUN

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

7.4*	8.3*	9.1*	10.2*	10.9*	11.1*
18*	20*	22*	24*	24*	24*
7.1	8.0	8.6	10.5	10.8	11.7
5	8.0	9.6	10.0	11.0	12.4

7,660
9.2

17
8.9 9.6

TOTAL AUDIENCE
(Households (000) & %)

8,580
10.3

9,830
11.8

11,660
14.0

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

3,920	4.3*	5.0*	4.7*	5.830	5.5*	8.4*
4.7	11*	12*	11*	7.0	5.5*	8.4*
11	11*	12*	11*	15	12*	18*
7.8	5.4	4.2	4.4	5.1	5.8	7.0
5.4	4.2	4.4	4.6	5.1	5.8	9.8

10,000
12.0

21
11.6 12.3

TOTAL AUDIENCE
(Households (000) & %)

13,080
15.7

SPORTSWORLD

9,250
11.1

NBC NIGHTLY NEWS-SUN

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

4.1*	6.2*	6.4*	7.8*	7.7*	5.6*
10*	15*	15*	18*	17*	12*
3.6	4.6	6.0	6.3	7.7	8.0
4.6	6.0	6.3	6.7	8.0	8.0
4.6	6.0	6.3	6.7	8.0	8.0

7,410
8.9

16
8.5 9.3

TOTAL AUDIENCE
(Households (000) & %)

26,410
31.7

USFL FOOTBALL
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST

4,580
5.5

ABC WORLD NEWS-SUN(8)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

11,830	14.2	13.1*	15.4*	15.7*	14.2*	13.7*	12.5*
14.2	33	33*	36*	37*	33*	31*	27*
12.3	13.9	14.1	15.5	15.6	14.4	13.9	13.5
12.3	13.9	14.1	15.5	15.6	14.4	13.9	13.5
12.3	13.9	14.1	15.5	15.6	14.4	13.9	13.5

3,500
4.2

8
3.6 4.7

TOTAL AUDIENCE
(Households (000) & %)

10,910
13.1

10,830
13.0

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

2.8*	3.4*	4.4*	7.2	7.4*	8.0*
7*	8*	10*	16	17*	17*
2.5	2.8	3.3	3.8	5.0	5.1
2.5	2.8	3.3	3.8	5.0	5.1
2.5	2.8	3.3	3.8	5.0	5.1

9,080
10.9

20
9.9 11.9

TOTAL AUDIENCE
(Households (000) & %)

9,100
9.5

6,910
8.3

9,000
10.8

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

4,000	4.4*	4.9*	5.1*	4,170	4.5*	5.5*
4.4	10*	12*	12*	5.0	11	10*
4.4	4.4	4.6	5.2	4.4	4.5	5.1
4.4	4.4	4.6	5.2	4.4	4.5	5.1
4.4	4.4	4.6	5.2	4.4	4.5	5.1

7,500
9.0

18
8.7 9.4

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	42.1	42.8	43.1	43.4	43.7	44.0	44.3	44.6	44.9	45.2	45.5	45.8	46.1	46.4	46.7	47.0	47.3	47.6	47.9	48.2

U.S. TV Households: 81,000,000
(1) CBS NCAA BASKETBALL GAME-SUN, MEMPHIS STATE VS LOUISVILLE, NBC, (1:00-3:27PM)

A-37(2) NCAA BASKETBALL GAME-SUN, MEMPHIS STATE VS LOUISVILLE, NBC, (1:00-3:27PM)

For explanation of symbols, see page 4

DAY SUN. MAR 6, 1983

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			Avg. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			Avg. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%		
EVENING MONDAY																	
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	9.47- 9.48PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS CAPSULE-2-TUE(SUS)	2	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
CBS GRAMMY AWARDS(S)	1	8.00-11.16PM	-GRID 11.00 11.15	34,650	41.6	17,990	21.6	33	18.2 15.8								
NBC NBC NEWS CAPSULE-2-WED(SUS)	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NBC NEWS CAPSULE-2-THU(SUS)	2	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS CAPSULE-2-FRI(SUS)	1	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	15,580	18.7	15,580	18.7	30	18.7								
	2	8.57- 8.59PM	8.45							14,830	17.8	13,410	16.1	27	16.1		
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	17,330	20.8	17,330	20.8	33	20.8	16,490	19.8	16,490	19.8	33	19.8		
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	9,910	11.9	9,910	11.9	19	11.9								
	2	8.57- 8.59PM	8.45							11,330	13.6	10,410	12.5	21	12.5		
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	11,500	13.8	11,500	13.8	22	13.8	10,750	12.9	10,750	12.9	22	12.9		
NBC NBC NEWS CAPSULE-2-SAT.	1	9.58- 9.59PM	9.45	7,580	9.1	7,580	9.1	15	9.1								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.29- 8.30PM	8.15	15,080	18.1	15,080	18.1	27	18.1								
	2	8.34- 8.35PM	8.30							15,660	18.8	15,660	18.8	27	18.8		
ABC ABC NEWSBRIEF-SUN.	1	9.56- 9.58PM	9.45	14,160	17.0	13,830	16.6	24	16.6								
	2	9.58- 9.59PM	9.45							15,580	18.7	15,580	18.7	28	18.7		
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	16,660	20.0	16,660	20.0	29	20.0	14,160	17.0	14,160	17.0	25	17.0		
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	9,330	11.2	9,330	11.2	16	11.2	10,160	12.2	10,160	12.2	18	12.2		
NBC NBC NEWS CAPSULE-2-SUN.	2	10.00-10.01PM	10.00							11,910	14.3	11,910	14.3	22	14.3		
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	>		9.45 10.00	13,740	16.5	13,240	15.9	24	15.8 18.8	11,910	14.3	11,250	13.5	20	14.0	M-F	
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	6,500	7.8	5,080	6.1	17	6.8 5.4	6,580	7.9	5,250	6.3	18	7.1 5.5	M-F M-F	
ABC VIEWPOINT(S)	1	11.30- 1.16AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00	6,750	8.1	3,170	3.8 6.0*	15 17*	6.9 5.0 3.9 3.1 3.1 2.7 2.3								

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC VIEWPOINT(S)-CONT'D			1.15						2.1	THU.									
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.00- 1.00AM	12.00								5,500	6.6	3,420	4.1	18	5.3	WED.		
			12.15											4.8*	19*	4.3	WED.		
			12.30													3.7	WED.		
			12.45												3.4*	17*	3.1	WED.	
ABC LAST WORD		12.00- 1.00AM	12.00	2,920	3.5	1,920	2.3	10	3.1	MTUWF	3,080	3.7	2,080	2.5	11	3.2	MTUTHF		
			12.15				2.8*	10*	2.6	MTUWF				3.0*	11*	2.7	MTUTHF		
			12.30						2.0	MTUWF						2.2	MTUTHF		
			12.45				1.8*	9*	1.6	MTUWF					2.0*	10*	1.8	MTUTHF	
CBS NEWSBREAK-M-F		>	8.45	15,330	18.4	14,740	17.7	26	17.4	M-F	19,240	23.1	19,240	23.1	33	15.6	M-F		
			9.00						22.0	WED.						53.2	MON.		
CBS LATE MOVIE I		>	11.30	7,750	9.3	5,410	6.5	23	7.3	M-F	7,910	9.5	5,160	6.2	21	6.9	M-F		
			11.45				7.1*	20*	6.7	M-F				6.7*	19*	6.5	M-F		
			12.00						6.6	M-F						6.2	M-F		
			12.15				6.5*	24*	6.3	M-F					6.1*	23*	5.9	M-F	
			12.30						5.8	M-F						5.9	M-F		
			12.45				5.2*	27*	5.6	M-F						5.6	M-F		
CBS LATE MOVIE II		VARIOUS TIMES	(SUS)																
		>	12.30	4,500	5.4	3,670	4.4	27	4.6	M-F	4,250	5.1	3,500	4.2	25	4.8	M-F		
			12.45						4.7	M-F						4.4	M-F		
			1.00						4.4	M-F						4.2	M-F		
			1.15				4.3*	27*	4.1	M-F				4.1*	26*	4.0	M-F		
			1.30						3.8	TUWF						3.6	W&TH		
CBS CBS NEWS NIGHTWATCH-1		VARIOUS TIMES	(SUS)																
		>	2.00	1,420	1.7	1,170	1.4	16	1.7	M-THSU	1,580	1.9	1,330	1.6	20	1.8	M-THSU		
			2.15						1.4	M-THSU						1.5	M-THSU		
			2.30						.8	WED.									
			2.45						.8	WED.									
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,500	3.0	830	1.0	23		M-THSU	2,250	2.7	920	1.1	24		M-THSU		
			2.30						1.7	M-THSU						1.5	M-THSU		
			2.45				1.6*	23*	1.5	M-THSU				1.4*	22*	1.3	M-THSU		
			3.00						1.3	M-THSU						1.3	M-THSU		
			3.15				1.2*	22*	1.2	M-THSU				1.2*	23*	1.2	M-THSU		
			3.30						1.0	M-THSU						1.1	M-THSU		
			3.45				1.0*	23*	.9	M-THSU				1.1*	26*	1.1	M-THSU		
			4.00						1.0	M-THSU						1.1	M-THSU		
			4.15				1.0*	27*	.9	M-THSU				1.1*	29*	1.0	M-THSU		
			4.30						.9	M-THSU						1.0	M-THSU		
			4.45				.9*	26*	.9	M-THSU				1.0*	27*	1.0	M-THSU		
			5.30						.9	M-THSU						1.0	M-THSU		
			5.45				.9*	24*	.9	M-THSU				1.1*	26*	1.0	M-THSU		
NBC NBC NEWS CAPSULE-M-F	1	8.58- 9.59PM	8.45	9,750	11.7	9,750	11.7	17	11.7	M-F	9,660	11.6	9,660	11.6	17	11.6	M-F		
	2	"	8.45																
NBC NBC NEWS CAPSULE-2-M-F	1	9.58- 9.59PM	9.45	8,500	10.2	8,500	10.2	15	10.2	TU&TH	9,000	10.8	9,000	10.8	15	10.8	M-F		
	2	"	9.45																
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,080	10.9	5,330	6.4	21	7.7	M-F	9,250	11.1	5,580	6.7	22	8.1	M-F		
			11.45				7.1*	20*	6.6	M-F					7.6*	22*	7.1	M-F	
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D			12.00						6.0	M-F						6.3	M-F
NBC TONIGHT SHOW-CONT'D			12.15					5.6* 21*	5.2	M-F						5.2	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	2,500	3.0	2,170	2.6	14	2.8	M-TH	3,080	3.7	2,420	2.9	15	3.2	M-TH
			12.45						2.3	M-TH						2.6	M-TH
NBC DAVID LETTERMAN SPEC.(S)	2	12.30- 2.00AM	12.30								5,910	7.1	3,330	4.0	19	4.6	FRI.
			12.45													4.8	FRI.
			1.00													4.3	FRI.
			1.15													4.0	FRI.
			1.30													3.2	FRI.
			1.45													3.1	FRI.
NBC SCTV NETWORK	1	12.30- 2.00AM	12.30	5,410	6.5	2,750	3.3	16	4.5	FRI.							
			12.45						3.8	FRI.							
			1.00						3.3	FRI.							
			1.15						3.0	FRI.							
			1.30						2.8	FRI.							
			1.45						2.4	FRI.							
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,080	2.5	1,670	2.0	14	2.2	M-TH	2,080	2.5	1,830	2.2	15	2.3	M-TH
			1.15						1.9	M-TH						2.0	M-TH
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,330	1.6	1,000	1.2	11	1.2	M-F	1,500	1.8	1,250	1.5	13	1.5	M-F
			1.45						1.1	M-TH						1.2	M-TH
			2.00						1.3	M-F						1.4	MTUHF
			2.15						1.8	M-F						2.2	MTUHF
VARIOUS TIMES (SUS)																	
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	1	6.15- 6.30AM	6.15							M-F							
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	2	6.15- 6.30AM	6.15														M-F
ABC ABC WORLD NEWS-MORN-6.45A		6.45- 7.00AM	6.45	1,670	2.0	1,500	1.8	15	1.8	M-F	1,750	2.1	1,670	2.0	16	2.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,080	8.5	6,910	8.3	26	8.3	M-F	6,410	7.7	6,080	7.3	25	7.3	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								9,250	11.1	6,660	8.0	22	7.3	WED.
			4.45													7.8	WED.
			5.00													8.2	WED.
			5.15													8.6	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,250	1.5	920	1.1	15	1.0	M-F	1,500	1.8	1,250	1.5	19	1.4	M-F
			6.45						1.1	M-F						1.6	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,080	7.3	5,830	7.0	27	7.0	M-F	6,410	7.7	6,080	7.3	31	7.3	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,250	7.5	5,910	7.1	21	7.1	M-F	5,830	7.0	5,410	6.5	21	6.5	M-F
CBS CBS SPORTS SPECIAL(S)	2	4.00- 5.00PM	4.00								3,080	3.7	1,670	2.0	5	2.4	MON.
			4.15													1.6	MON.
			4.30													1.8	MON.
			4.45													2.1	MON.
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,580	1.9	1,330	1.6	15	1.5	M-F	1,500	1.8	1,170	1.4	13	1.2	M-F
			6.45						1.8	M-F						1.7	M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.29AM		8.29- 8.29AM	8.15	4,410	5.3	3,580	4.3	24	4.3		3,330	4.0	2,750	3.3	19	3.3	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	5,250	6.3	4,410	5.3	18	5.3		4,910	5.9	4,250	5.1	19	5.1	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	4,500	5.4	3,750	4.5	15	4.5		4,410	5.3	3,670	4.4	16	4.4	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,170	2.6	2,000	2.4	14	2.4		2,750	3.3	2,500	3.0	17	3.0	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,080	3.7	2,580	3.1	15	3.1		3,580	4.3	2,920	3.5	16	3.5	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,830	3.4	2,580	3.1	13	3.1		3,330	4.0	2,920	3.5	14	3.5	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,830	5.8	4,500	5.4	20	5.4		4,170	5.0	4,000	4.8	18	4.8	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	7,160	8.6	6,500	7.8	27	7.8		5,080	6.1	4,500	5.4	20	5.4	
CBS IN THE NEWS-11.26AM	2	11.26-11.29AM	11.15								5,250	6.3	4,910	5.9	22	5.9	
CBS IN THE NEWS-11.26AM(B)	1	11.26-11.29AM	11.15	5,750	6.9	5,410	6.5	22	6.5								
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45								5,660	6.8	5,160	6.2	23	6.2	
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	6,410	7.7	5,580	6.7	21	6.7								
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,660	5.6	4,170	5.0	16	5.0		4,500	5.4	4,170	5.0	18	5.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,170	5.0	3,920	4.7	14	4.7		4,750	5.7	4,580	5.5	19	5.5	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,830	4.6	3,580	4.3	13	4.3		4,750	5.7	4,170	5.0	17	5.0	
CBS CBS NCAA BASKETBALL-SAT	1	1.30- 3.47PM	-GRID 3.45	13,490	16.2	6,000	7.2	20	9.0								
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	4,830	5.8	4,660	5.6	32	5.6		4,330	5.2	4,000	4.8	27	4.8	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,000	6.0	5,000	6.0	28	6.0		5,410	6.5	5,160	6.2	28	6.2	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	6,500	7.8	6,250	7.5	27	7.5		6,000	7.2	5,830	7.0	26	7.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,580	6.7	5,330	6.4	22	6.4		5,580	6.7	5,330	6.4	24	6.4	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	5,580	6.7	5,250	6.3	21	6.3		4,910	5.9	4,660	5.6	21	5.6	
NBC NCAA BASKETBALL-REG'L	2	1.00- 3.07PM	-GRID 3.00 3.15								11,500	13.8	5,160	6.2	20	4.6 1.5	
NBC NCAA BASKETBALL-REG'L-2	2	3.00- 4.58PM	-GRID 5.00								11,250	13.5	5,500	6.6	19	4.8	
DAY SUNDAY																	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS NBA ON CBS	2	12.00- 2.36PM	-GRID 2.30								11,160	13.4	4,500	5.4	17	6.1	
CBS CBS NCAA BASKETBALL	1	1.00- 3.25PM	-GRID	13,240	15.9	5,830	7.0	19									
	2	2.30- 4.42PM	-GRID 3.15 4.30				7.3*	18*	6.6		9,330	11.2	3,080	3.7	9	5.9	
NBC NCAA BASKETBALL GAME-SUN	2	1.00- 3.27PM	-GRID 3.15								9,410	11.3	3,830	4.6 6.2*	13 16*	5.9	

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U.S. TV HOUSEHOLDS: 83,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOUR)